

Don't Forget the Motion Picture to be Given in the News Office Tomorrow at 5 P. M. Free Admission. Grown-ups are also invited.

The Sierra Madre News is the City of Sierra Madre in print. Any suggestion you may have to make it more representative will be welcomed by the management.

FRIDAY, SEPTEMBER 2, 1921

Sierra Madre Safest City in the County

FEW SERIOUS CRIMES

Marshal Udell Says In 11 Years He Has Been in Office City Has Record for Apprehending Criminals

City Marshal Udell, when asked to make a statement as to the prevalence of crime in this section, said that Sierra Madre had, for a long time, held the record as having the lowest crime percentage of any city in Los Angeles County.

He added that while some people might be nervous over the last hold-up, there was no real need of any apprehension. He first took office eleven years ago and during that period there had been but three hold-ups, and they had occurred on the Sturtevant Trail in the past few months. He is convinced the same man was involved in the first two. He was a soldier from the Balloon Field, was arrested for the second offense, and is now serving a term. The local officers caused his arrest.

The third one, last week, resulted in the arrest of the two young criminals in less than an hour, as told in last week's News.

Of the few burglaries committed here, in practically every instance the offenders had been caught. Marshal Udell said he, as well as the Los Angeles officers, was convinced the last two burglaries were by the same gang. Shortly after the second, one man of this gang was killed and eight arrested and tried in Los Angeles. A large share of the goods stolen in this second crime were recovered for the owners.

The marshal looked very thoughtful for a moment, and then said: "Sometimes a robbery is reported and there is a lot of talk, and then when we trace it down, we find some member of the household really did the job. As soon as the family realize that, they want it hushed up and they don't want publicity. Generally it really is best all round to let it go at that. The offense won't be repeated, and a lot of shame and suffering is saved innocent people, and the town avoids undesirable publicity."

But the public knows nothing of all that, and not hearing of any arrest, puts the officers down as incompetent. I've had a few experiences like that in this town.

The serious crimes are really very few. I don't think I have had superior court cases, which are felonies, more than half a dozen times since I took this job. Mostly we have misdemeanors. Often it is better to arrest on a misdemeanor charge and run the people out than to file a graver complaint and have the town suffer from the notoriety.

I try to head things off whenever I can. When some would-be tough youngster shows signs of getting in training for real bad stuff, I find an arrest on a misdemeanor charge and a fine and warning helps prevent a more serious offense.

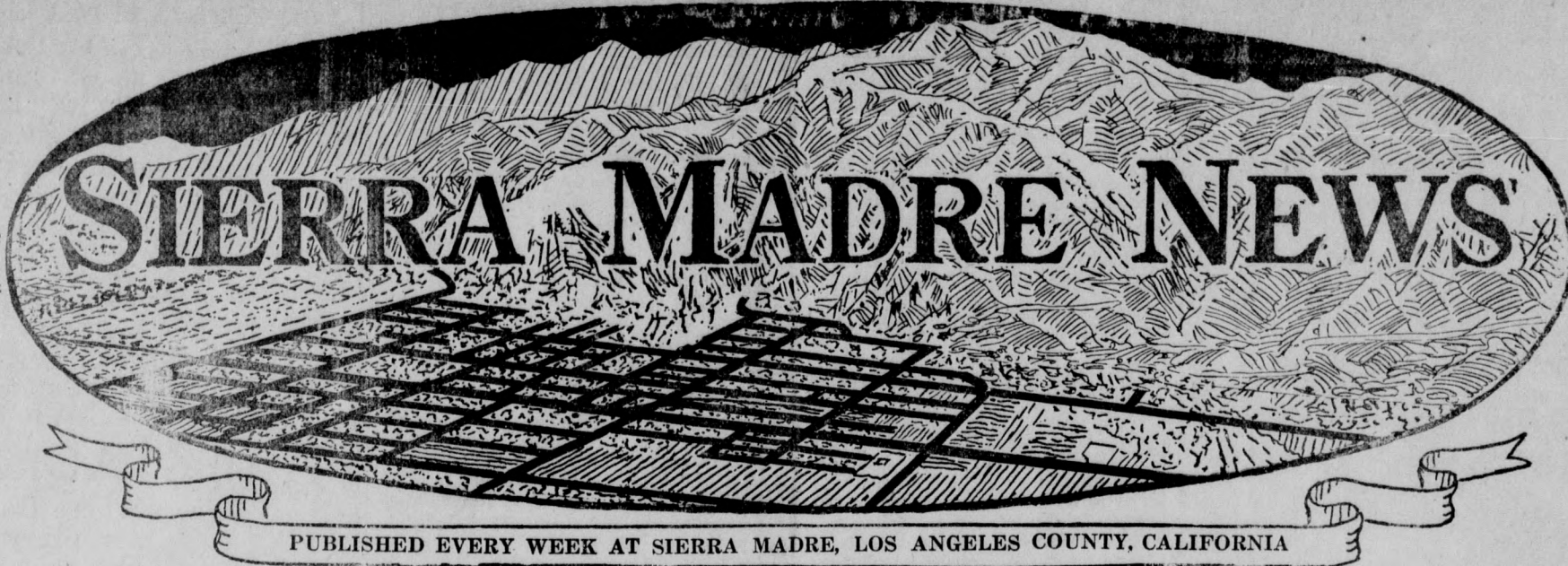
On the whole, we have a law abiding class of people here. Some undesirable come out from Los Angeles, going into the mountains, but we watch them closely and they don't have much chance to do any big damage. The criminal list is short."

Then he grinned and added: "Not so short just now for our court. The motor cop has been turning in a good many as we are making special efforts to get those drivers who cut corners, omit signals and pass intersections too fast. The greater part of accidents occur at intersections and the number of autos on our streets is increasing so fast that people have got to get over the idea that the needn't pay attention to traffic rules because this is a small town."

San Francisco Hotel Adopts Booster Idea

Eastern visitors to the Coast will learn of Sierra Madre's resources through a new channel, according to Mrs. Jessica H. Wright, Secretary of the Chamber of Commerce, in a statement given out today. An invitation has just been extended to the Sierra Madre organization by J. H. van Horn, Manager of Hotel Whitcomb, San Francisco, to use space on the hotel's new CALIFORNIA BOOSTER RACK, erected for the purpose of acquainting visitors with the wonderful possibilities California has to offer. The Rack proper is being built large enough to accommodate literature from every county and city in the state. It is open to all and no charge or fee of any kind is made for this privilege. In the communication announcing the California Booster Rack, the management states, "Nothing would please us more than to see the idea extended to all other first class, public spirited hotel, until there is a chain of California Booster Racks from Del Norte to San Diego."

Sierra Madre is one of the first cities to avail itself of this privilege, and much good publicity is anticipated.



PUBLISHED EVERY WEEK AT SIERRA MADRE, LOS ANGELES COUNTY, CALIFORNIA

ONE MORE WEEK OF 100 PER CENT CAMPAIGN

W. P. Anderson of Long Newspaper Experience Praises News

The News has for a long time had it in mind, when it succeeded in making itself a hundred per cent paper, to see about making itself a two hundred per cent paper, but W. P. Anderson, known in the newspaper world as the man who gave the Sunday New York American a million circulation, got ahead of us.

A week or so ago he stopped the editor on the street and as much as intimated that he (the Editor) wasn't editing any paper anyhow because he (Mr. Anderson) had never seen a copy.

Whereupon a much marked up copy immediately changed hands, and that was the last the editor heard about it until the letter facsimiled herewith came through the mail, accompanied by check.

Mr. Anderson started something. It is up to us here in Sierra Madre to match it.

We are now committed to a two hundred per cent paper, whether we will or no.

A two hundred per cent paper is going to mean a two hundred per cent city. Every paper going outside of Sierra Madre that reflects truly the life here is going to bring people to the right sort to live with us as neighbors.

But do not think for an instant that the editor or two editors or three or four editors with a business manager or two thrown in can make the Sierra Madre News a two hundred per cent paper.

It can only be made a two hundred per cent paper by the co-operative efforts of the entire town.

Subscribe. If you can't subscribe any more, advertise.

If you can't advertise any more, help us collect the news.

If you can't help us any more in this way, your own experience and interest will find a way to help make your home town paper the best paper in Southern California.

When you have made it the best weekly paper in Southern California, you will find a lot of people like Mr. Anderson all over the state who will send in and want to subscribe.

And when the Sierra Madre News begins to get subscribers all over the state, you need have little worry about your town's growing as fast and bringing to all of us as much prosperity as is good for us.

Mr. Porter of Smith and Porter, who run Orchard Camp, says he will be ready for the boys who have taken part in the Campaign on Saturday, September 10th.

Saturday is the day they have ice cream at Orchard Camp, so let us work good and hard until then and get the News up to one hundred per cent so that we can have one grand celebration before school opens on the twelfth.

We will tell you more next week about the plans for the Mountain Field Day.

Los Angeles Examiner

Mr. Glenn E. Palmer, Sierra Madre Press, Sierra Madre, Cal.

Dear Mr. Palmer:

I have just seen a copy of the Sierra Madre News bearing your name as managing editor.

I am sure that all experienced newspaper men will agree with me in saying that the Sierra Madre News is now a model weekly newspaper.

I was especially pleased with the helpful information about California which you featured. It seems to me that this is the kind of paper that all residents of Sierra Madre will be glad to mail to friends or relatives in the East who may be interested in California.

As your paper gives so pleasing an impression of Sierra Madre, most of your public spirited citizens will probably be glad to subscribe for two or more copies to be mailed regularly to friends or relatives outside of the State. This action, I am sure, would help to increase the population of Sierra Madre, which offers so many scenic and climatic advantages.

I enclose a check for a year's subscription to the Sierra Madre News, which please have mailed to the address below.

Yours very truly,

W. P. Anderson

Please address
W. P. Anderson,
Real Estate Editor,
Los Angeles Examiner-

The News Urges Everyone To Get Behind 100 Per Cent Campaign

The second week of the campaign closes with the town pretty well combed for new subscribers and renewals.

It is evident from the reports brought in by the boys that a great many people in Sierra Madre have not as yet awakened to the fact that we have a new newspaper under new management that is attracting attention and subscribers outside of the city.

We consider this newspaper and always have considered it since we took it over, as a servant to the city, closely allied with its growth and recording in permanent form from week to week the contemporary history of its thought and action.

If we consider this newspaper as a means toward building our individual fortunes, we might better be down at San Pedro shooting fish.

We have never solicited an advertiser to put in more advertisements or bigger advertisements than he thought he needed to serve his business. We have told all advertisers that we are trying to make a newspaper that will be read, and being read have circulation that will serve him when he buys advertising space.

After all, the paper is his paper, and the reader's paper, as we have said on our front page since our first issue.

The advertisers of this town are the best people in the world. It is doubtful if there is a newspaper in the state that gets more hearty co-operation from the business men than does the News.

But no one wants them to advertise unless they are going to get their money's worth and a little more. The only way they will get this to the fullest degree is for them to have a full and representative circulation in the city.

It is the advertisers, my dear reader, that mete out to you the amount of space you are to have for reading matter, and the only way we can hope to make them generous with this space is by giving them a good representative circulation in this city.

The boys are doing their part. They have covered the town once and they are going over it again. They have brought in over a hundred new subscribers.

But still we are not satisfied. We started out to make the News a hundred per cent paper, and we won't be happy until we do.

We want everyone in the town to read the paper. Not for our sakes. (Remember what we said about shooting fish.) But for the sake of the city in which we so thoroughly believe, that with such a circulation we may be in a better position to serve this city.

We hope that everyone will see as we do and get behind the one hundred per cent campaign during its final week. We will do our part and try to give the best paper we know how to.

This paper will be as big and full of meaty reading as you help to make it. The merchants determine the size of the paper by their ads. Every citizen is a potential reporter.

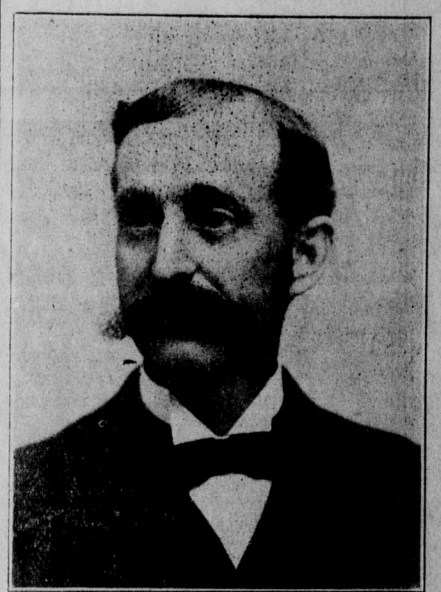
VOLUME 15, NO. 49

C. M. Clark and C. W. Jones Leave Hardware Firm

NEW HARDWARE CO.

W. S. Hull To Remain—C. B. Klunk and Fred Griebnow Other Two Members—Clark 35 Years in Business

The Sierra Madre Hardware Company, the oldest existing business house in Sierra Madre, has changed ownership. Two of the former partners, C. M. Clark and C. W. Jones, are retiring. Mr. W. S. Hull, the third partner, remains as a member of the new firm, which includes Fred Griebnow and C. B. Klunk.



C. M. Clark

The Sierra Madre Hardware Company has been in existence for thirty-five years, playing an important part in the development of the business life of this community, and C. M. Clark, one of the original founders, has taken an active part in its management during that entire period.

Mr. Clark came to Sierra Madre in 1886 and almost immediately formed a partnership with W. S. Andrews, a family connection and life-long friend, who had preceded him here by four years. The hardware store was opened in a building at the corner of Central and Lima Streets. In those days the latter street was named Markham.

Within a year Mr. Clark built the home on Manzanita, which he still occupies. The firm ran a fruit drying business in connection with the store and had a drying plant in the rear of the hardware store. Mr. Andrews withdrew from the partnership in 1892 to engage in other enterprises. Later John Graham became Mr. Clark's partner, and in 1912, owing to sickness, sold his interest to C. W. Jones and W. S. Hull, and the firm carried on business until the first of this month with that personnel.

During some of the struggling, early years of this community, when the co-operative water system was installed, the Sierra Madre Hardware Company was a very important factor. Mr. Clark, as senior partner, was able to help many of the citizens who were improving their property, by extending credit for much extended periods than usually allowed.

At present Mr. Clark is visiting relatives in Sandwich, Mass., his old home. He is one of the Mayflower descendants who has been thoroughly transplanted to the West, this being his first trip East for twenty-eight years.

The other outgoing member of the firm, C. W. Jones, has been prominently connected with public affairs here since the incorporation of the town. He was the first mayor, elected in 1907, and held that office until he retired in 1914.

During his term of office several important public projects were consummated, notably the acquisition by the city of the Water Company's rights and property and the grading and paving of most of the city streets.

The new firm gives every promise of carrying on the best traditions of the old, and of expanding and increasing its business to meet the greater needs of the growing city. Mr. Hull, who has been a member since he first came to this city in 1912, learned the hardware business in his native state of Michigan, and he has also had wide business experience in other lines as well, being with a large manufacturing concern in Canada for twenty years, and he has made many friends since being in this city.

Fred Griebnow, one of the new partners, has had twenty-five years' experience in the hardware business in Wisconsin, where he owned his own plant and for a period was president of the Wisconsin State Retail Hardware Association, a position entailing thorough knowledge of the business and much responsibility. He has bought a lot in the Monte Lato Tract, at the corner of Baldwin and Mira Monte, and will shortly build a handsome home there, as he expects to make Sierra Madre his home in the future.

(Continue)

Local Happenings of the Week

The Public Library will be closed Monday, Labor Day, as well as all the other city departments.

The Woman's Club will hold the Baby Show, which was postponed in May on account of the diphtheria epidemic, on the fourth Monday in October.

Mr. and Mrs. E. P. Rhodes entertained Mr. and Mrs. Howard Land of Los Angeles and Mr. and Mrs. Elwood Land of Huntington Park, with a picnic dinner in Fish Canyon on Sunday.

Mr. and Mrs. Alex Treju of 310 W. Central are rejoicing over the arrival of a daughter, who was born on Monday.

Charley Kellogg is back on the job as night police officer after a couple of months rest from the law enforcement job. John Kasner acted as assistant to Marshal Udell during this period.

Miss Ruth Fitzgerald of Portland, Oregon, with Mrs. H. F. Mix of Los Angeles, visited Mrs. J. H. Wright the first of the week. Miss Fitzgerald, who is on the staff of the Portland Oregonian, has fallen in love with the foothill homes of Southern California and stated she was returning north to live only until she could persuade her family to her way of thinking.

Russell Lamoreaux and his father, Robert Lamoreaux, have sold their two houses on N. Adams and have gone to Long Beach temporarily. They will return later in the fall, and expect then to build two new homes.

Rudolph Hartman can't make up his mind whether his so popular assistant, Ivan Buie, is too good to be true and should have a raise, or whether he is just plain nut and should have his salary docked. The cause of the indecision is thus: Ivan sold some supplies which require cancelled revenue stamps to a certain lady of this town, and he efficiently applied the stamps and cancelled them. Then, out of the

goodness of his heart, he wrapped the rubber cancellation stamp up in the package and with that winning smile he has on tap, passed it over to the customer. Rudolph says it's all very well to be accommodating and to give good measure, but this generosity has to stop somewhere, and he draws the line right now.

Fire Chief Topping is home again from his trip north. He arrived in town Thursday, chipper and smiling, and announced he had had a good trip and was glad to be back. He immediately started jazzing up the transactions for completing the deal for the city lot and says work is going to start p. d. q. There's nothing of the

Local Red Cross Closes Drive for Old Clothes

The Red Cross Chapter closes its drive for used clothes this week. A large amount of very good wearing apparel has been collected, and has been made over and repaired.

Mrs. Forman, who has been devoting her energies principally to making over garments into suits and dresses for children, has a remarkable collection to show.

Many whole suits for adults will be forwarded and a large number of quilts and comforts for children and babies have been manufactured out of old bedding and dress materials.

Club Directors Urge Prompt Payment of Dues

The regular meeting of the Firemen's Club directors was not held Wednesday night owing to the absence of practically all the executive officers.

A special meeting was held Thursday night, with Vice President Topping in the chair, and a resolution was passed authorizing the President and Secretary to sign the contract with the city for the purchase of the lot at Central and Windsor Lane.

This clears the way for immediate commencement of work on the foundation.

"let it lay" frame of mind about the chief.

Mr. and Mrs. Walter Lynch of Chino, gave a house warming party Saturday night.

City Clerk Dietz is back on his job after a two weeks' vacation at the beach. He seemed a little mournful over having to get out all the water bills instant, but it isn't half so mournful for him as it is for those who receive 'em this dry weather.

Mayor Mitchell has deserted the town again. He is treating it just like a stepfather instead of a regular city dad. Accompanied by Mrs. Mitchell and Bob, he shook the dust of this city off his feet about 6 a. m. Wednesday and hied him to the cool breezes at Carmel. He softened the blow a trifle by stating he expected to shed the light of his countenance upon us again in about a week or ten days.

George P. Ray, a well known figure in this town for some years, is in the County Hospital with practically no chance for recovery. George had one leg amputated a few weeks ago and seemed much improved, but about two weeks ago had a partial paralytic stroke and shortly developed symptoms making it difficult to properly care for him at the Sierra Madre hospital.

To Stimulate Trading at Home we are now offering attractive prices on many accessories.

Remember we are selling gasoline below market price and compete with Los Angeles.

Why drive to the city when we can serve you with four kinds of fuel?

Think This Over!

Sierra Madre Garage

MILTON STEINBERGER

Main 110

Central and Windsor Lane

Compare Cash and Carry prices and note saving for you

CASH AND CARRY STORE
Remember the store that saves you money. Prices are right and quality the best always.

We have no special sales. Our regular prices are as low or lower than those advertised elsewhere as special.

We carry a full line of fresh fruits and vegetables every day

F. G. SCALZO
Phone Red 75

Milk Veal— 25 to 27c
Veal Roast— 30c, 35c, 40c
Veal Chop— 15c, 20c
Bacon— 35c, 40c, 50c
Baby Lamb— 33c
Leg of Lamb— 30c, 40c, 50c
Lamb Chop— 26c
Lamb Shoulder— 15c, 18c
Beef—
Prime Rib Roast— 25c
Pot Roast— 18c to 20c
Boiling Beef— 12c to 15c
Hamburg, lb.— 20c
Chickens, lb.— 50c
Hens— 40c
Rabbits
Fish Thursday and Friday
Fresh cut bone for chickens, lb.— 5c

J. H. PARSONS
Phone Red 75

We deliver orders amounting to \$5.00 or over

A REAL BARGAIN

The Sierra Madre Furniture Co. offers you

This Week

One ivory bed, one coil spring, one 40-lb. cotton felted mattress, two 72x90 Good Wear sheets, one silkoline covered comforter, one pillow and pillow case.

DELIVERED AND SET UP IN YOUR HOME FOR \$40.00.

See the outfit in our window.

For Rent

Sewing Machines, by week or month. Vacuum Cleaner, by the hour or day.

Sierra Madre Furniture Company
HILDEBRANDT & ROWER

87 West Central Ave. Sierra Madre, Cal. Phone: Main 136

STORAGE

By The Week or Month

For Goods of All Kinds. Dry, Light, Concrete Basement Easy of Access. For Arrangements See or Phone

Phone: Black 8

ROLAND ADAMS

FERRIS & COOPER

SUCCESSORS TO WILLIAM WALKER

REAL ESTATE, INSURANCE, RENTALS

List your property for sale or rent with us. Have demand for more places than we can supply. If you want quick action give us your listings

Phone Red 22.

22 North Baldwin Ave.

FRANK FRAIBERG

JEWELER

We pay cash for old gold, silver and diamonds. We also sell diamonds for cash or payments.

Opposite P. E. Station

Phone Red 127

GEORGE A. OSWALD

Real Estate Service

Our Aim Is to Please. Inspect Our Listings of Improved and Unimproved Sierra Madre Property

REAL ESTATE, INSURANCE, LOANS AND RENTALS
6 N. Baldwin Avenue Telephone: Blue 100

To the Town Dog Killer

Dedicated to the Dog Poisoner of this Town. Perhaps It May Appeal to Him—Nothing Else Seems To—May the Great God of Dogs Have Mercy On Him—We Won't If We Catch Him.

Contributed by FREDERICK P. SPERRY

SEATED on thy royal throne in the high heavens, where ruddy Sirius flames; with all thy angel pack about thee, running to do thy bidding—St. Bernards and all the other canine Saints, collies, setters, mastiffs and great Danes, dogs who gained heaven through much loving and profound devotion, a noble brood, heroes of flame and flood.

"Great God of Dogs, look down and hear my humble prayer.

"Outside the portals this gray morn a little stranger waits, an Airedale Terrier, nine months old, big-footed, awkward-limbed, rough-coated, with stubby tail held upright, wagging, rapidly, ears cocked and brown eyes full of innocent inquiry and surprise at his strange plight, pleading humbly for admittance.

"That's Dusty Rhodes. He died last night in undeserved pain. His little spirit passed beyond our ken. No more our door is opened to his plaintive whine. Great God of Dogs, I pray thee, let him in.

"And if he cannot read his title clear to kennels in the skies, I pray thee grant him mercy. If in his record thou dost read much mischief and some disobedience, for

get not his unsullied heart, his sweet and gentle disposition; no trace of viciousness did darken his young life, no evil mood, nor any least resentment. He teased our cat, but it was only play; he would have loved him like a brother if he could. And if on such and such a day he misbehaved and heeded not the bidding of his mistress, on that same day he licked the chastising hand, and all was soon forgiven and forgot.

"There be no deed of valor to record; but he was young. He came of noble lineage; his little heart was true. Be merciful, I pray, and let him in.

"His little collar hangs upon a nail, and even the little whip, the sight of which chastises us to-day. He has no home.

"We cannot bear that he should wander there in outer darkness, unpatted and unloved. Is there no place in all-wide Heaven for him? Is there no loving hand to take his proffered paw, I pray thee, let him in.

"Great God of Dogs, outside thy pearly gates this little stranger stands and begs the simplest boon. He only asks for someone he may love. Great God of Dogs, wilt thou not take him in?"

Sierra Madre, Calif., Aug. 26, 1921.

Jayhawkers to Have Reunion

All who ever lived in Kansas are called to meet under the auspices of the Kansas Association of Southern California for the great picnic reunion, all day, Saturday, Sept. 10, 1921, in Sycamore Grove Park, Los Angeles. There will be county regiments and headquarters so one can find the old neighbors even with ten thousand present.

There will be a brief program, opening about 2 o'clock, but the main purpose will be to have a good time.

Coffee will be served free to all who buy the silk souvenir badges.

Further information may be had of C. H. Parsons, Secretary of the Federation of State Societies, Continental National Bank, Main Street at Ninth, Los Angeles, phone 10261, where the great Kansas register may be seen at any time.

Publication Time Set Fri. Morning

The management of the Sierra Madre News has decided that hereafter the paper will be ready for delivery at noon Friday of each week, and will be sent out in the noon mail delivery.

This change of time seems desirable for several reasons. The City Trustees hold their regular meetings Thursday nights. Very often there is some action taken which should be called to the attention of the public immediately. If the paper is printed early enough to get out in the Friday morning mail, it is impossible to get reports of the Trustees' meeting in that edition and a week is lost.

Therefore, in the future, the paper will be held over one mail delivery to insure the publication of this late copy, and it will be out regularly Friday noon, no earlier, no later.

Professional Cards

Physician and Surgeon
E. L. JACKSON, M. D.
161 North Auburn St.
Phone Green 3

DR. THOMAS WARDEN
Dentist
Office Hours: 9 to 4
71 N. Baldwin Avenue

LLOYD L. KREBS, M. D.
Sierra Madre Office, 4 N. Baldwin
Tues., Thurs., Sat.—11 to 12:30
Phone Main 60
Pasadena Office, 461 E. Colorado
Phone, Colo. 630
Residence, 415 Oak Lawn, So. Pas.
Phone, Fair Oaks 584

GEO. W. GROTH, D.O., M. D.
Also **MARY GROTH, D. O.**
Office: Sierra Madre Hospital
122 N. Baldwin Avenue
Calls answered day or night
Phones: Blue 144; (Res.) Blue 73

F. P. MILLER, M. D.
Practice limited to diseases of the lungs and throat
Appointments made at any time.
Call Phone Blue 37

N. H. GOODENOW, M.D., F.A.C.S.
Physician and Surgeon
General Practice, and Diseases of the Eye, Ear, Nose and Throat.
Glasses Fitted
71 N. Baldwin Ave. Tel. Main 151

MAY CULBERTSON LAIDLAW
Osteopathic Physician
Hours by Appointment
Office and Res., 83 N. Sunnyside
Phone Green 43

R. H. MACKERRAS, M. D.
Sierra Madre Office 8 N. Baldwin
Hours: Mon., Wed., and Fri. afternoons by appointment. Phone Main 53. Pasadena Office: Central Bldg. Phone Colo. 334. Res. Phone, Colo. 1191.

PAINTING—TINTING
SIGNS—GRAINING—ART
DECORATIONS
HIGH CLASS WORK
J. D. TUCKER
Phone Green 80, Res. 111 Suffolk

Upholstering done neatly at reasonable prices
Charles Corbin
26 N. Auburn Ave., Sierra Madre

ALLEN T. GAY
Funeral Director
Phone Main 93. 201 West Central
Sierra Madre, Cal

ALICE B. DIAS, Oph. D.
Graduate of the California Optical College
Eyes Tested and Glasses Fitted
Office at residence 249 W. Highland

CURTIS H. GOODENOW
Special Agent
New York Life Insurance Company
Phone Main 151. Sierra Madre, Cal
Residence, 65 N. Baldwin

SAINT-CYR SANITARIUM
Treatment consists of the Fast Cure and Milk Diet. No tubercular cases received.
140 So. Hermosa. Phone Green 166

ALBERT H. LOVE
REAL ESTATE SPECIALIST
Years of experience. Special service given on exclusive listings. Office and residence on Foothill Boulevard, 433 W. White Oak Ave. Monrovia, Calif. Phone Black 153

JESSIE WARD
Landscape Gardener
Plans furnished—Work Superintended or taken by contract
Call Ward Nursery, Mt. Trail and Laurel. Phone Blue 29

A RESTAURANT
Offering good wholesome food at reasonable prices is at your service from 6 a. m. to 11 p. m. at 166 Mountain Trail Avenue.
F. H. TILDEN, Prop. Phone Red 66

MOUNTAIN GLEN SANITORIUM
G. W. HARRIS, M. D.
Specializes in the care and treatment of tuberculosis and constitutional diseases
Phone Red 40 Sierra Madre, Cal.

A BAKERY

That is not surpassed by any in Los Angeles, equipped with a Bake-Rite Electric Revolving Oven where fresh bread, buns, pies, cakes and doughnuts are made fresh every day. We are now making Graham's Health Bread with—

PURE HONEY

instead of sugar. Do not be deceived by the size of the loaf. Though baked in a smaller pan it weighs the same as the regulation pound loaf and has—
TWICE THE NUTRIMENT

A RESTAURANT

Where Home Cooked meals, cooked in a sanitary kitchen may be had for popular prices at hours convenient for the public. It is our policy to serve only the best and charge what it is worth

A HOTEL

Where clean airy rooms, that are kept clean, are at the service of your friends and of transients. A town is known to travelling public by its hotels. We aim to keep a hotel that will do the town credit. We take in no tubercular patients.

Frank D. Sible

28 North Baldwin Ave.

Telephone Blue 38

EVEN IF YOU COULD "COAST" EVERYWHERE IN THE OLD "BUS"

IT WOULD COST YOU MORE THAN
PACIFIC ELECTRIC FARES

THE GAS you burn is only a small item in your total cost of operation. Add to that the cost of oil, rubber, repairs and depreciation in the value of the machine, and see "where you are getting off."

The Government says it is costing you from 9c to 14c per mile.

You can ride the Pacific Electric way for 3c per mile for the occasional journey and for about 1½c per mile for the frequent (commutation) trips.

"CAN YOU BEAT IT?" YOU CAN NOT!

Ask any Pacific Electric Agent for the Commutation Fare on tickets best adapted to your travel needs. He will show you the true way to travel economy, and you do not carry the accident risk.

Do you wish to

BUY, RENT or SELL

Sierra Madre Property

WE are in a position to offer you complete listings and prompt and courteous service at all times.

ANDREWS & HAWKS
LICENSED REALTY BROKERS

Real Estate Loans Insurance Notary
27 North Baldwin Ave. Exchange 2

Strickland's Feed Store

41 N. Baldwin Phone Black 22

SELLS FOR LESS

All Kinds of Poultry Food, Grain and Hay. Highest Quality - Lowest Price

If You Want to Buy, Sell or Rent

See **A. N. ADAMS**
THE REAL ESTATE MAN

BARGAINS IN CLOSE IN LOTS

Phone Black 8

14 N. Baldwin avenue

Try Our Want Ads For Results

JUST RECEIVED a new line of Suspender Dresses made of Japanese Crepe, assorted Colors, Black Bias and button trimmed Patent leather belt

\$3.48

Suspender Dresses made of plain and checked gingham, Black Ric rac-trimmed, belt of same

\$2.48

**Specials
for Saturday**

Lady Grace Cloth 29c
Nainsook Pink 29c
Hope Muslin 17c



J. F. SADLER & CO.

Phoenix Hose Warner Corsets Standard Patterns

Colgate's Cashmere Bouquet Soap

The Most Exquisite and Economical Soap Made

10c 25c

THE SIERRA MADRE PHARMACY

F. H. HARTMAN & SON
PHARMACEUTICAL CHEMISTS

25 N. BALDWIN AVE. PHONE BLACK 25

Social Activities of the Week

Reported by Mrs. W. R. Lees

Mrs. H. T. Fennel and son, Lester, are at Redondo Beach for two weeks.

Mrs. H. W. Topping of W. Central has as her house guest this week Miss Lillian Clark of San Francisco.

Mr. and Mrs. H. E. Long of E. Central leave today to spend the week-end and Labor Day at San Diego.

Mrs. A. L. Jameson of W. Highland, with her daughters, Mary and Jane, is spending a week at Catalina.

Mrs. Charles B. Houghton of Los Angeles is the house guest this week of Mrs. H. C. Parker of N. Baldwin. Mrs. Houghton is leaving shortly for a European trip.

Miss Saunders and Miss B. Hamilton of Woodland Drive are at the Hotel Virginia, Long Beach, for a couple of weeks.

Mr. and Mrs. C. Hall Perry and infant daughter returned from Santa Barbara, where they had been visiting friends for ten days, on Thursday.

Mrs. Eva Moore and daughter, Betty, of W. Grand View, left for Santa Barbara Saturday, where they will visit Mrs. Moore's father, Mr. J. C. Dana, until the 31st.

Mrs. Emma Wallace left for Los Angeles last week expecting to make her home there temporarily. She is planning to visit relatives in Berkeley a little later in the season.

Miss Elsie Mueller of Cincinnati arrived Saturday to visit relatives here. She is staying with her sister, Mrs. Harold Yerxa, on S. Mt. Trail Avenue.

Mr. and Mrs. W. E. Farman spent last Friday at Santa Monica. They enjoyed a picnic with Mr. and Mrs. W. P. Caley, Mr. and Mrs. C. W. Kersting and Mrs. Louis Dietz, all of whom have been enjoying the beach city for an extended vacation.

Mr. and Mrs. W. E. Anderson and son, Mr. and Mrs. George Oswald, Misses Gladys Walker and Dolores Oswald, C. B. Klunk and Charles Klunk, motored to Venice Sunday, where they enjoyed a picnic dinner beside the cool waters.

Mr. and Mrs. J. G. Hawks and Mr. and Mrs. Hoffman, all of Culver City, spent Sunday with Mr. Hawks' cousins, Mr. and Mrs. Jim Hawks of E. Laurel. Mr. J. G. Hawks is managing director for the Goldwin Studios and Mr. Hoffman is with the Fox Studios.

Mrs. W. S. Hull and children arrived home last week after two months spent at Long Beach.

Mr. and Mrs. Louis Brooks of E. Central expect to spend the week-end and Labor Day at San Diego.

Mr. and Mrs. S. H. Norris, accompanied by Mr. and Mrs. D. H. Lockhart of Pasadena, have been spending several days at Seal Beach.

Mr. and Mrs. W. E. Farman were dinner guests on Monday of Mr. and Mrs. James Elder at Long Beach.

Mr. and Mrs. C. B. Henderson and son Lowell of Bakersfield have returned to their home after several days' visit with Miss Eleanor Bayne of E. Mira Monte.

Mrs. W. E. Walker spent a couple of days at Ocean Park this week as the guest of Mrs. Louis Dietz, who is making a month's stay at that popular resort.

Mrs. F. J. Urban and daughter Isabel and Miss Donna Harter, who have been living at Belle Vista Terrace, left Tuesday to make their home in Pasadena.

Mr. and Mrs. F. L. Merrill and son Wayne are expected home Monday. They have been on a camping trip to the northern part of the state for the past six weeks, visiting relatives at Morgan Hill en route.

Mrs. C. B. Klunk and daughter, Ruth, who have been visiting Mrs. Klunk's mother, Mrs. S. G. Harless of El Paso, for two months, are expected home the first of the week.

Miss Lorraine Wright and Mrs. Lawrence Oldfield, formerly Miss Katherine Maull, were luncheon guests of Miss Lillian Clark at the Coconut Grove of the Ambassador Hotel last week. After luncheon they attended the matinee at the Ambassador Theater.

Mrs. W. J. MacCullough, who has been spending the summer with Mrs. Kramer of N. Mt. Trail, left Sunday for Los Angeles, where she will join her husband, an officer on the U. S. S. Idaho, who has just returned from a two months' cruise with the Pacific fleet.

Mr. and Mrs. R. F. Davis of E. Grand View returned recently from a delightful trip north along the coast to Boulder Creek and Big Basin in Redwood Park. They had their camping outfit with them and stayed wherever the surroundings appealed to them.

Whose Birthday Next?

The last time you had a birthday gift to buy, you had quite a time picking out a present that was "different."

This time the "puzzle" feature may be eliminated. You may select from the most unique collection of give-able things you ever saw—all assembled in

The Gift Shop

You will be assisted by very intelligent salespeople, expert through helping others.

Woodson F. Jones

31 N. Baldwin Ave. Phone Black 75



THE GREATEST

Labor-Saving
Money Saving
Time-Saving
APPLIANCE
Ever Produced

Sierra Madre Electric Co.

Phone Main 120-2

G. I. FARMAN

Sierra Madre Hardware Company

Change in Ownership

IN MAKING THIS ANNOUNCEMENT, we wish to say that the policy of handling only reliable goods will be continued, and it will be our constant aim to make prices that will keep business in our line in Sierra Madre. Watch for prices in this space next week.

All accounts payable at our office as usual. Prompt response requested.

W. S. HULL

CHAS. B. KLUNK

FRED GRIEBENOW



Published by
THE SIERRA MADRE PRESS, Incorporated
Telephone Black 42

Subscription Rates	
Three months	.75
Six months	1.25
One year	2.00
Outside Los Angeles Co.	3.00
Three Year	5.00



GLENN E. PALMER
Managing Editor

JESSICA H. WRIGHT
City Editor

Published on Friday at noon. Pages four and five are printed on Tuesday; pages three and six on Wednesday; pages two and seven on Thursday; and pages one and eight on Friday morning.

Subscriptions payable in advance. All new subscriptions will be delivered at once and be entered as of the first of the month following the date on which the subscription was made. Old subscriptions will expire on the first of the month following the present expiration date.

Copy for change of advertisement must be in the office by 10 a. m. Wednesday morning. New advertising copy must be in the office by noon on Tuesday.

VOLUME 15, NO. 49

FRIDAY, SEPTEMBER 2, 1921

A Little Less Speed, Please And a Little More Care

AT the recent Industrial Exposition in Los Angeles, one of the interesting exhibits was that of the National Council of Safety. There were pictures of accidents of every kind and degree, with pungent remarks upon the same printed in sufficiently large type to be readable fifty feet away.

The courteous gentleman in charge could reel off statistics dealing with accidents by the mile, but one statement in particular had the same breath-taking effect upon us as being doused with a bucket of cold water.

In a rather gentle, perfectly matter of fact voice, he remarked, "As a result of the war, we left approximately fifty thousand dead in France. The whole country mourned them. In one year of that same period, we killed one hundred and fifty thousand here at home in preventable accidents. Nobody mourned except those immediately connected with the victims. It was taken as a matter of routine, regrettable but to be expected."

On demand for proof, he had all the figures in neat rows, nicely printed and not to be dodged. It was all true.

This organization to promote public safety had its beginning in certain industrial plants some years ago. It started with installing safety appliances to cut down the accident risk. Those interested soon found that safety appliances obviated only twenty per cent of the accidents, that education along prevention lines accomplished much more.

The organization has grown to nation-wide proportions and is doing wonderful work. As a tremendously large percentage of all accidents result from taking chances and hurrying, needless to say its slogan is "Safety first."

So far this city has been extremely fortunate in the small number of serious accidents which have occurred here. The city is growing fast, however, and the number of autos on the streets is increasing daily, and unless some of the drivers soak in some of this "safety first" idea, it won't be so terribly long before there is a beautiful smashup.

The curve at Baldwin, where drivers turn west in front of the Kersting Block, is particularly dangerous. The car tracks narrow the space on the west, there are always autos parked along the curb, and most drivers come down the hill at a pretty good clip.

Anyone who watches the traffic there during the busy hours will have his calm upset by seeing some narrow escapes almost any day. Some day the margin of safety will be so blame narrow there won't be an escape, there will be a crash.

With a P. E. car starting up the grade, the autos that have picked up passengers hustling alongside so as not to waste any precious seconds, and the line of autos parked along the curb, some care-free soul who comes tearing down the hill and swings around the curve is surely going to hit something, and the street will be all messed up with fragments of people and autos.

It doesn't seem possible to change the street, so the only thing left is to change the way the autos are driven. It is rather a pity for drivers to ignore the risk until some one is badly injured or killed. This taking chances is all very well if only one's own life were involved, but the reckless fool generally manages to hurt several other people before he gets his. And why the mad rush? In the majority of cases half a minute, or even one whole minute, isn't of such inestimable value. It is conceivable that some of our hastiest drivers could waste five whole minutes a day safeguarding the public safety and the world's business would not go crashing down into oblivion because of their delay.

The papers are daily publishing the names of those who took chances and lost. Rather than slow down for a few seconds they risked their own lives and the lives of those with them. They had the rush habit.

Beating cars and trains and other autos across intersections is a particularly idiotic manifestation of this habit. We hope any of our readers who are so afflicted will ponder thoughtfully the following little classic gem:

"Here lies the body of John H. Black,
Whose car went dead on the railroad track;
And when the engine gave it a jar,
John H. "went dead" with the rest of the car."

And John will probably stay dead a long time. Much longer than all the minutes that he and all of his breed put together would have "wasted" if they had travelled on a "safety first" schedule.

This City Safe Habitation No Crime Waves Here

IN another column will be found an interview with the City Marshal concerning the recent holdup on the Sturtevant Trail and the criminal situation here in general. Any apprehensive citizens who may have felt that there is danger here of crimes of violence, should be reassured by the record as given by our chief police officer.

Compared with other cities of its size, Sierra Madre is remarkably free from offenses of the graver sort. The fact that we hold the record of being the cleanest city, from the crime standpoint, of all Los Angeles County, speaks for itself.

Doubtless, we owe a goodly portion of this immunity to our peculiar location, which is the source of many of the advantages of this town. We are far enough off the main travelled road, and far enough up hill, not to appeal to tramp and yeggman who follows the railroad or the highway. It means too much of a side trip for those canny gentlemen, for when they get here there is no place to go but back, they can't pass through to another town in a straight line.

This same situation makes it a difficult town to escape from. The car line ends here and strangers are easily spotted on the car. Even in autos, the fleeing criminal has very slight choice of directions and can be headed off by telephone. We really are not an inviting territory to outside talent.

Of course, a certain percentage of tough characters are in the crowds which go up the mountain trails, but our local police have handled these crowds in such a way that the potential trouble makers realize that wide awake officers are on the job in this town and co-operate with the forest service men.

One phase of the police work in this town is probably not appreciated as it should be by many of our citizens. It has been the policy of the marshal to head off trouble whenever possible. A warning, or advice to get out of town and stay out, or an arrest on a misdemeanor charge before opportunity arrives for a graver crime, has undoubtedly acted as a deterrent many and many a time with local embryo criminals. There isn't as much glory for the marshal's office as there would be in spectacular arrests and a newspaper story, but it certainly is five hundred percent better for the town from every standpoint.

No one need think we do not have ample police protection because nothing much is heard of police activity. The most efficient police protection is that which prevents crime, not that which makes the greatest number of arrests for crimes committed. Our marshal works on that principle and the results certainly justify him.

Has any budding genius a suggestion for something on the Maxim silencer order which can be applied to auto trucks when climbing Baldwin Avenue grade? Please come forward and receive the heartfelt thanks of every business man who has to use a telephone in one of our sound-proof offices and stores.

MANANA

By JACK MITCHELL

"Manana—Tomorrow," the Mexican says
To his task that belongs to Today;

But Tomorrow's a fable that never comes true—
The space of a world-turn away.

Today is a fact that is concrete in form;
You can harness it up as you will.

You can make it produce till the moment it dies,
And Yesterday cancels the bill.

Today is a true friend who's eager to serve—
Don't linger and loiter and wait.

Tomorrow's a liar, and his promises false,—
Manana—Tomorrow—TOO LATE!

"Tomorrow I'll bring a kind word to a friend"—
But he dies in the lap of Today,

And the word that would help in the hour of his need
You will never be able to say.

Manana! Thou thief of the good gold of Time!
Thou traitorous tempter of men.

Thy promise is bondage, thy payment is debt,
Thy palace the beggerman's den.

Today is a full-throated song of great deeds,
Tomorrow's a chanson of hate.

Today's the fulfillment of all you would have; but—
Manana—Tomorrow—TOO LATE!

Letter To The Editor

The News is not responsible for the statements nor the sentiments in the following letters. This is the people's press and the liberty of expression is its aim. The editor of the News must know the authorship of every letter whether the author's name is published or not.

Editor Sierra Madre News:
I have read with much pleasure the last editions of the News and, as I am a property owner, I am much interested in any movement for the improvement of our city. I was particularly interested in your editorial concerning tree planting and keeping up lawns.

Do you realize that to keep up an ordinary lawn and a few trees during the summer months costs from \$3.50 to \$4.00 per month and, in consequence, very few people have a lawn? I have the only one in my block. It is a small one, ten by twenty-five feet, but it costs me the above amount for just enough water to keep it alive during the very hot months.

I have been told the custom here has been to let things dry out during the summer and wait for the rains. If property owners feel this, how can you expect renters to pay for water to beautify yards?

The Sierra Madre rate of \$1.25 for 500 feet and ten cents a hundred over with the twenty-five cent

penalty, doesn't, on its face, sound prohibitive, but if one considers that 500 feet is about 3500 gallons, or less than 80 barrels, it can be easily seen that that amount of water wouldn't go far in an ordinary family.

I understand that in Monrovia the rate is \$1.00 for 800 feet and seven cents for the next 2000 feet, with a ten cents penalty; in Arcadia \$1.00 for 1600 feet and that in Pasadena \$1.00 is a big water bill. I would like to know why Sierra Madre has to charge two and three times as much for water as neighboring cities.

Unless necessary, I would prefer you did not publish my name, but I assure you there is no more loyal citizen or booster paying taxes here than myself. I don't wish to be considered a "knocker," but I don't believe blind loyalty to "things as they are" when constructive criticism seems needed, ever helps a town. Hence this letter.

SUBSCRIBER.

Aug. 17.

By the Side of the Trail

When Saturday afternoon came around again and I found myself confronted with a whole afternoon in which to play, I put my feet on the slide of my desk in true country editor fashion, rolled a cigarette (that Bete Noir of newspaperdom) and thought, "What's the use?"

Why walk two miles in the blazing sun to sojourn a few hours with my fellows in convivial comradery?

The Old Timer might miss me, but then, he has the lace work carpet of the forest, woven of a warp of sunlight and a woof of oak tree shade; he has the endless pageant of the trail with its jingling donkey bells and its laughing youth wandering up to deeper canyons of denser shade. He has his thoughts, ah that's his richest treasure. No, the Old Timer would not miss me.

I picked a magazine up from a miscellaneous pile on my desk. It happened to be the advertisement-less journal in newspaper dress edited by that friend of all sincere thinkers, Frank Harris.

As I gazed down the columns my eyes fell upon the following:

The boredom in America is terrible because we are all suffering from a poverty of intellectual interests.

Instead of becoming infinitely more complex, life here is reduced to its simplest with the one object of getting a living. If America is to be saved from the horror of great dullness she must found municipal theaters, municipal conservatories of music, municipal and state rewards for all good work done in literature and in art. She must recruit soldiers of the ideal in art and literature and regiment them into armies, or life in these States will become intolerably dull.

"Boredom." That's the word. Boredom from the stupid struggle for only a small fraction of that which makes up our life—money.

Boredom from the humdrum struggle to make a living and a little more, enough more so that our children won't have to work as we did. Foolish sonship.

"Boredom." I smiled guiltily, for it was that same boredom that caused me to put my editorial feet upon the desk and satisfy myself with mere physical comfort.

I bestirred myself and started with fresh inspiration up the two hot miles.

As though in reward for my resolution I found a friend waiting with a car, bound also for the Old Timers' sanctuary.

A car, did I say? Yes, a car, and four fresh mackerel taken that morning from the bay, to be cooked to a turn as a burnt offering to good-fellowship on the Old Timers' open fire.

There were five of us all told, as good fellows as the world makes, dressed in all variations of costume from white flannels, shoes and socks to match, to blue overalls and flannel shirts. But the world of thought and honest comradeship knows no clothes except those with which we dress the children of our brain.

After the sun had set, when the laggard moon refused to rise, the Old Timer found his cane and walked with me down the trail to the road. I always liked to see him function under the strain of an impossible question, so as a parting shot I asked him, "What does Sierra Madre need to bind it together and make it a model city?"

His answer came back as quick as a flash. "A public forum, where the thinking men and women can get together in a spirit of co-operation and express their thoughts."

I said nothing, but I thought, "How different was our friendly gathering in the afternoon from the public forum of which the Old Timer dreamed?"

Central Market

ALWAYS RELIABLE

Our Vegetables Are Fresh Every Morning. We Have Everything In Season

IN THE MEAT DEPARTMENT
Only No. 1 Steer Beef and Baby Lambs used, Swift's Smoked and Salt Meats

FRESH FISH FRIDAYS

We Close Thursdays at 12 O'clock

M. D. WELSHER

Grocery Phone Main 6 Market Phone Main 97

SIERRA MADRE FEED & FUEL CO.

The Quality Store

We frequently hear people say: "My hens are not laying." There is a reason. Our Scratch is especially prepared to build up the hen during moulting season. Try our goods.

We also have a car of splendid coal ready for delivery. All our prices are right.

Phone Main 50 97 E. Montecito

Open Air Dancing

EVERY SATURDAY NIGHT

IN SIERRA MADRE CANYON

GOOD MUSIC

THE TRAIL STORE

Phone : Green 20

THE FIRST NATIONAL BANK

Capital \$25,000.00
Surplus and Undivided Profits \$11,000.00

Directors and Officers:

Charles S. Kersting, President. F. H. Hartman, Vice-Pres.
H. E. Allen, Cashier. Chas. W. Yerxa, Vice-Pres.
M. F. Seeley, Assistant Cashier. J. B. Coulston, Director

Interest Paid on Term Deposits

Safety Deposit Boxes for Rent

C. W. HARRIMAN

TAILOR

Cleaning, Pressing, Repairing, Dyeing

We make Suits for men and women

Phone Red 64

Free Delivery

10 N. Baldwin

THE WEEKLY

NUMBER 4

Copyrighted 1921 by the

Your State

One-fourth of the territory of the state is devoted to recreation purposes. This territory is divided as follows:

Key No.	Name	Area (Acres)
1	Cleveland	1,571,300
2	Angeles	1,165,300
3	Santa Barbara	2,014,960
4	Monterey	501,150
5	Sequoia	2,626,590
6	Sierra	1,743,000
7	Inyo	13,337,730
8	Stanislaus	1,136,500
9	Mono	883,150
10	Eldorado	1,210,500
11	Tahoe	1,433,600
12	Plumas	1,397,000
13	Lassen	1,578,200
14	Modoc	1,586,880
15	Shasta	1,688,720
16	Klamath	401,795
17	Siskiyou	1,746,020
18	Trinity	1,061,000
19	California	25,919,745

NATIONAL PARKS
 a—Lassen Peak National Park.
 b—Yosemite National Park.
 c—Sequoia National Park.

DURING the past few years," says the Forester, Colonel Henry S. Graves, in a recent address, "there has been a new movement West."

"Our Nation has discovered that it possesses within its own boundaries natural wonders, mountains, forests, streams and lakes unmatched anywhere, presenting attractions of unique character for the seeker of rest, recreation and health, to the tourist, to the sportsman, to the family desiring to establish a permanent summer home—there is also a new appreciation of mountain recreation; a new impulse to seek the wholesome environment of the hills and forests, to refresh mind and body through the vigors of camp and mountain life."

"The movement to the mountains is a permanent one, now in its beginning, but certain to expand in proportions that I believe few today realize."

There are many indications—not the least of which is the creation by the California State Automobile Association of its "Department of Forestry," with Director Burton A. Towne in charge—that the West, and California in particular, has awakened to the fact that we have on the Pacific Slope, a vast undeveloped resource; a resource heretofore but little appreciated; one that is to be in great demand, one that awaits only protection and development to become a most productive resource, both from the standpoint of health and happiness, and from that of revenue to be derived from it.

California has today the task to provide for this movement, to marshal its forces to meet the demand that is already here, to make available for the multitude of visitors the recreation grounds they seek to enjoy and use.

And, since the beautiful and stately redwoods—those "sentinels of passing centuries" that fringe the coast and lower slopes of Mendocino, Humboldt and Del Norte Counties—are one of our greatest attractions, an attraction which is to be found in no other spot in the world—one which being now entirely in private hands is thus subject to practically unrestricted exploitation—it is but fitting that the people of both State and Nation should "preserve for the present and succeeding generations a generous portion of these beautiful trees" (to quote from Mr. F. A. Cutler).

Nor could there be found a more fitting method of preservation than to form, through national, State, county and private co-operation, a National Park of Redwoods.

But what of the National Forests, those larger areas of Federal lands in California—those areas administered by the government, not independently of, but in close and direct touch with the industrial life and interests of the State and of individual localities?

Can they help meet the new movement West? Can their eighteen million acres of timbered mountain slopes and luscious meadows, rugged peaks, crystal lakes and tumbling streams provide a continuous supply of the timber, forage, minerals, water for power irrigation, and the many other resources so necessary for the industrial life of a big and prosperous State, and at the same time provide real recreation grounds to the seeker of the "wholesome environment of hill and forest"?

The Forest Service has long gone on the assumption that, in the larger areas of National Forests entrusted to its care, the use of such economic resources as wood, forage and water might go hand and hand with recreational use.

In accordance with this policy modifications or restrictions of industrial plans in special localities and to meet special conditions were early recognized.

But the time has passed when simple precautionary measures will suffice.

Recreational use has increased until, during the season just past, fully one million people sought the National Forests in California for health, recreation and pleasure. Anticipating this unprecedented influx, new roads and trails had been built, camp grounds prepared and improved, tourist pas-

tures built, and resort and summer home sites surveyed and placed on the market.

In spite of this preparation the more accessible camps were often crowded, resorts were filled to overflowing, and many a road, trail and bridle-path was dusty with constant use.

Further development of these resources is necessary—more camp grounds, additional summer home sites, and many more miles of roads and trails.

Plans for many of these improvements are completed, and a considerable sum of money for road work is already available.

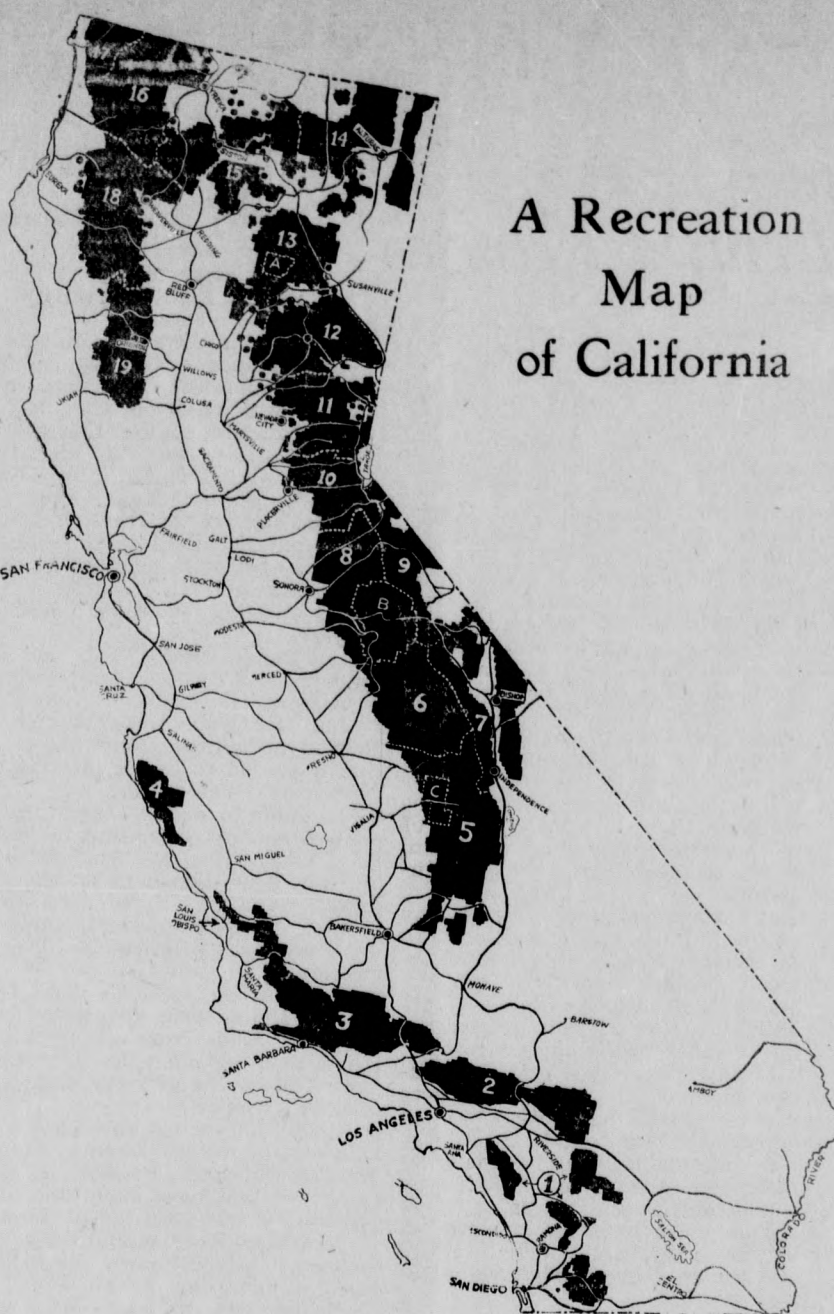
Additional plans, carefully thought out and correlated, and further appropriations are essential if the movement West is to be met both

fairly and squarely.

And, of more importance perhaps, a readier and more thorough co-operation between both the general public and the recreation-seeking public on the question of forest fires must be secured if our National playgrounds are to be

kept in such shape that they can be used and enjoyed.

"Help Prevent Fires" should be the motto of every tourist and traveler, hiker, automobilist and camper, and one which should be both urged and practiced assiduously.



A Recreation Map of California

CALIFORNIAN

Sierra Madre Press (Inc.)

FRIDAY, SEPTEMBER 2, 1921

Beekeeping

By E. R. DE ONG,
Instructor in Entomology

BEEKEEPING in California is developing into a profession rather than a side line to other farming enterprises. Outbreaks of brood diseases in recent years have reduced the number of small holdings materially and only those persisted who could and would give enough attention to the subject to master its details.

Extracted honey makes up the bulk of the product of the State, comb honey being produced only in limited quantities and confined largely to regions near the larger towns where the local market consumes the output, excepting the large comb honey district in Inyo County.

The value of the bees as a pollinating agent for the orchard is also beginning to be recognized by the fruit growers and now many of them are offering special inducements to the beekeeper to locate near them or to keep the bees near the orchard in the blooming season.

Honey producing plants of California are of two types: (1) the cultivated plant or tree whose moisture supply is regulated by tillage or irrigation and hence yields a fairly constant supply of nectar; (2) native vegetation, depending on the local rainfall for its supply of moisture and therefore of little value in dry years. The first group includes alfalfa, beans, orchard trees and decorative plants. Of these alfalfa is the most important plant for the great valleys, yielding nectar from June until late in the summer. In Southern California the citrus trees and beans are heavy yielders. The second group includes the sages, of which there are a number of species in the southern coast range, blooming at

different seasons. These give a heavy flow of nectar in the years of heavy rainfall. But the shrubs as well as the annuals, such as "fla-ree" blue curls and bur clover are alike subject to failure in the dry years and then the apiary must be moved to another location or fed through the season.

Capital invested in beekeeping is represented almost entirely by the bees and their housing. No land need be purchased, or at least but one or two acres, the usual practice being to lease one-quarter to one-half an acre of land in the desired locality. This is ample room for two or three hundred colonies. In addition to the bees and the hives with extra bodies, a honey extractor, empty honey containers and a few small pieces of apparatus and tools are needed. At present a colony of bees, including the hive, sells for from ten to fifteen dollars, owing to the strain of bees and their strength and condition. The demand in the last two years has been so great that even at this price they are difficult to buy. Swarms of bees can sometimes be caught along timber and in this way a start secured with very little capital.

An experienced beekeeper can care for three or four hundred colonies with an extra helper during the busiest season. The total investment for an apiary of 400 colonies (well situated and wisely handled) would be from \$4,000 to \$5,000. To handle this number would require one helper for three or four months at \$50 to \$75 per month, including board and room. Work of this type is extremely valuable for the beginner who desires to learn the beekeeping business or determine for himself his fitness for such work.

If the beekeeper desires to increase his holdings, it is possible each year to divide the stronger colonies without materially affecting the yield of honey for the year, dependent upon the locality and the season.

The average yield of extracted honey for California is given by the Year Book of the State Board of Agriculture at seventy pounds per colony. Considering 20 cents per pound a good price for the fall of 1918, this would mean a gross income of \$14 per colony, which would be equal to the original cost.

There is a co-operative marketing association of beekeepers now established in the State which controls the major part of the product, thus stabilizing the market.

Olive Culture

By W. F. OGLESBY,
Former Assistant in Viticulture

OLIVES may be grown in most of the foothill sections of the interior valleys as far north as Redding and in the warmer sections out on the floor of these valleys.

Climate—Olive trees will grow wherever the temperature does not go below 15 degrees F. in winter, but for fruit the latest killing frost in spring should be in April and late in November. From blossoming time to frost or for at least six and one-half months the mean daily temperature should not be less than 66 degrees F. A higher mean would be better.

Soil—A deep, rich, well-drained sandy loam is the ideal soil for olives. They will do fairly well, however, on any well-drained soil. Very heavy or poorly drained soils as well as those too coarse or gravelly to hold moisture, should be avoided.

Irrigation—No olive orchard should be planted without making provision for irrigation. The trees may do well and an occasional crop may be obtained, but an unirrigated olive orchard will prove of little commercial value. An olive orchard should be irrigated from three to twelve times per year, according to the character and depth of the soil. An equivalent of one miner's inch continuous flow during the growing season should be provided for each five acres of orchard as a minimum.

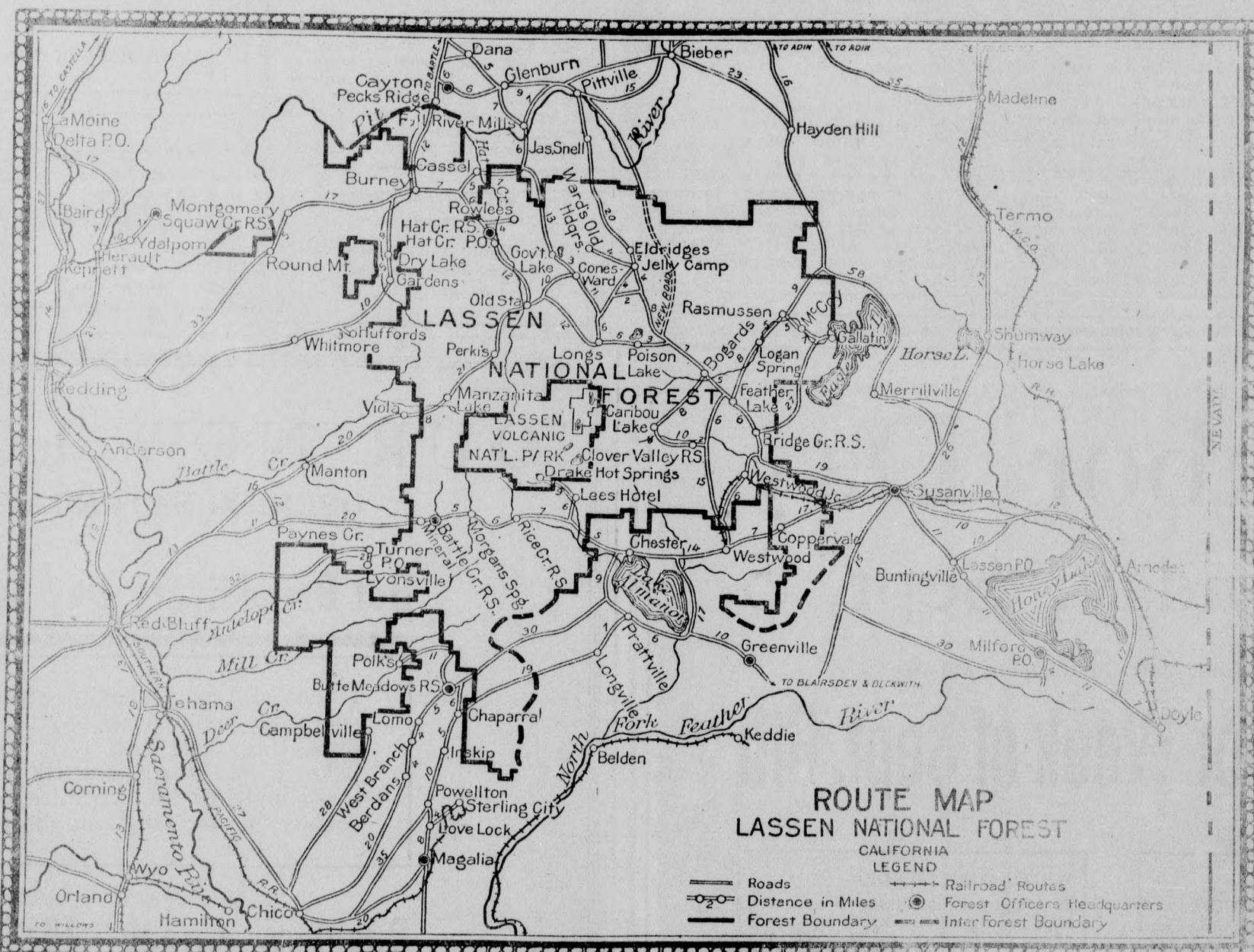
Cultivation—Olive orchards should be plowed deeply at least once a year and thoroughly cultivated after each irrigation.

Pruning—Annual pruning is necessary if annual crops are to be expected. If the pruning is neglected the tree will produce crops biennially or less frequently. Pruning should keep the head of the tree low and open and should regulate the amount of fruiting brush left from year to year.

Harvesting—All olives should be hand-picked. The degree of ripeness depends on the use for which the fruit is intended. If for green pickles, fruit should be full grown but still green in color. For ripe pickles and oil, fruit should be well colored, color varying according to variety. Varieties grown should be confined to those that grow fruit large enough for pickling. Mission, Manzanillo, Sevillano and Ascolano are the most favored at present.

Marketing—For the most part olives are sold directly to the canners and oil makers. Some growers have their own plants for pickling, but oil making requires such expensive machinery that very few individuals have them.

High Roads to Vacation Land



By R. F. HAMMATT
U. S. Forest Service

NO LONG tiresome journey this, but a leisurely 200-mile outing into the very heart of Northern California's recreation grounds. The destination? Big Meadows and Lake Almanor.

The route? From Chico to Powellton two are possible, the lower one by Magalia, or the upper by Centerville.

Beyond Powellton, where they join, the road climbs to Inskip, Chapparral House and the headwaters of Butte Creek. And from the summit, reached in an easy climb of a few miles, we drop into Longville, fifty-two miles from our starting point, and then on for ten miles more to Lake Almanor and the Big Meadows country.

Big Meadows! No longer does the emigrant, footsore and weary, from his long journey over the Lassen Trail, sigh with relief as it comes into view.

No more does big two-fisted Peter Lassen, sitting beside the roaring camp fire, tell those tales which, rousing again the imagination of the hardy pioneers, urge them on and on towards the land of sunshine and flowers.

Time and civilization have dealt kindly with this, one of the favor-

Cool, wholesome, pine-scented air. The restful green of mountain forests. Lakes, streams, and pure, cold water. And camp spots? Camp spots galore, each more beautiful than the last. Health and happiness

ite spots of the early pioneers. Good roads and automobiles have, to be sure, supplanted the overland trail and the more primitive methods of transportation. Hotels, with accommodations suited to the demands of the later generation, have replaced such early-day hostilities as Rook House and Lassen's Ranch. But many of the old camp spots are still there. The trout are as game and as delicious as in the olden days. The joys of the evening meal and the comradeship of the glowing camp fire, the fragrance of the fir-bough bed and the cool refreshing sleep after a delightful day in the open, are tonic alike for the city dweller and the valley rancher.

But as the emigrant of old guarded against the Indians, so should the automobile camper of today guard against the dangers of his camp fire. For the camp fire danger is a real one.

Camp spots may be ruined, thou-

sands of acres of timber destroyed, houses and sawmills burned to the ground, and human lives endangered by thoughtlessness.

Build your fire in a safe place and away from all brush and down timber. Scrape down to the mineral soil all around it. Above all, put it out with water, and then cover it with fresh moist earth every time you leave.

From your camp, from Chester at the north end of Lake Almanor, or from the public camp ground established and improved by the Forest Service on its south shore, as headquarters, many short but delightful runs may be made.

Westwood, only fourteen miles distant, is well worth a visit. Here one of the largest and most up to date saw-milling plants in the State manufactures 600,000 feet of lumber daily.

To Susanville, county seat of Lassen County, which, according to an early issue of the "Sage Brush,"

"bids fair to become, next to San Francisco, the most important town on the Pacific Coast," is thirty-six miles.

Indian Valley and California's active volcano—Mt. Lassen—are both easy of access from this region.

Turning west from Chester, the return road winds along beautiful clear streams and through mountain meadows to Morgan Springs.

Passing this point and crossing a low divide, Mineral, the summer headquarters of the Lassen National Forest (through which our journey has led us), is reached. Beyond Mineral the road drops out of the big timber country and down towards Paynes Creek.

From the latter point to Red Bluff we travel the rolling country so typical of the foothills all along this portion of the western slope of the Sierras. Red Bluff to Chico, a distance of forty miles, is made via the State Highway.

The summer climate in the Big Meadows country is ideal. Warm, sunny days and cool, fragrant nights make a delightful change from the hot summer weather so essential to the agricultural prosperity of the interior valleys.

Lassen Peak is visible during the greater part of the journey. The roads, though they do not compare with the State Highway, offer no particular difficulties.

SIERRA MADRE 33 YEARS AGO

Here is What Our Grandfathers Read

From the Sierra Madre Vista, March 31, 1888.

WHY THE VALLEY BLOOMS

This portion of the San Gabriel Valley is particularly well blessed in regard to newspapers, far more so than any other part of Southern California. The Pasadena Star and the Monrovia Leader have been doing an excellent work for the county, and have been seconded by the Gladstone Exponent and Glendora Signal. Now there has been added the La Verne News and the Sierra Madre Vista, two journals that promise largely to aid in the good work of spreading the fair fame of the fairest valley in the world.—Monrovia Leader.

It is estimated that the number of acres planted in fruit trees and now in bearing in Los Angeles County is about as follows: Oranges, 13,150; lemons, 1000; figs, 275; olives, 225; apples, 1050; peaches, 1400; pears, 750; plums and prunes, 250; grapes, 13,350. This gives a total of 28,180 acres of bearing fruit. To this may be added 12,000 acres more that have been planted, but not yet in bearing; making a total of 40,000 acres devoted to horticulture.

Those who preserve files of the Vista will have something which in a very few years they will prize highly. It will form a complete and reliable history of the town, and will be referred to as an authority. Preserve your papers.

WORK ON WILSON'S PEAK

J. M. Willard, the surveyor, of Pasadena, and A. S. Strain, who has an interest in a mining claim on Wilson's Peak, went up in charge of a surveying party the first of the week for the purpose of surveying a claim with a view to obtaining a patent. We hear rumors that there is to be some building operations inaugurated on the peak right away, and that the coming season will not pass without witnessing a substantial structure on this commanding height.

We also hear a rumor to the effect that work is to be resumed on the Burlingame roadway leading to the peak. The road has already been graded quite a way up, and its completion is a possibility in the near future.

Some tests have been made the past season with a view to ascertaining the atmospheric conditions, and the value of this point for observatory purposes and others will be made to the same end in June. We understand that the tests so far made are very satisfactory.

All those interested in the church bazaar to be held in the Town Hall the afternoon and evening of April 3, are earnestly requested to contribute toward the floral booth. Flowers, ferns, pepper branches, fan palms; in fact, anything in the floral line

A Rare Opportunity for Complete Printed Records

There is no reason why Sierra Madre should not have for the convenience of its citizens the most complete printed record of any city in America.

It has had a well edited newspaper since before the town was incorporated, and through the wisdom and foresight of Miss Frances H. Hawks most of the copies of these early papers have been preserved for posterity.

The News is very happy to announce that Miss Hawks has made the editor custodian of these papers that are now resting in the safe-deposit vault of the First National Bank.

Here is a list of papers with the missing numbers noted:

THE SIERRA MADRE VISTA

Volume I. (March 16 1888, to March 16, 1889. Numbers 1. and 2 missing.)

Volume II. (April 12, 1889, to April 26, 1890. Numbers 1, 10, 14, 20, and 25 to 52 missing.)

Volume III. (July 3, 1890, to June 25, 1891. Numbers 11, 13, 18, and 46 to 49 missing.)

Volume IV. (June 2, 1891, to June —, 1892. Numbers 15 to 52 missing.)

THE SIERRA MADRE TRIBUNE

Volume I. (May 3, 1905, to —). Numbers 2, 8, and 13 to 52 missing.

There is a gap between October 1, 1891, and May 3, 1905, when Miss Hawks was away from Sierra Madre and accordingly did not save any papers.

will be most acceptable. Please send in as early as possible Tuesday morning.

There is a splendid avenue being opened up from Lamanda Park south through Mr. Rose's orange groves. Another splendid driveway added to our already numerous and delightful public highways.

All interested are invited to attend the annual meeting of the Sierra Madre Road Improvement Club, at Brightwood Hotel, Lamanda Park, Saturday, April 7, at 9:30 a. m. Palmer T. Reed, Secretary.

There has been a large increase in the amount of tree planting the present season, and nurserymen have found it difficult to supply the demand. This, also, is a good sign.

An exchange speaks of "a tonsorial" artist, physiological hair-dresser, facial operator, capillary abridger and cranium manipulator, named "Smith." This probably has no reference to the hirsute exterminator of Sierra Madre.

Likewise, it is believed that there was a paper published by Mr. and Miss Carter before the first issue of the Sierra Madre Vista.

Also, there is another gap between the last issue of the Sierra Madre Tribune, whenever it was, to the first issue of the Sierra Madre News dated October 11, 1906.

The News asks the town to assist us in making this file as complete as possible. The papers will be kept in the safe-deposit vault of the bank until the file is as near complete as it is believed possible. Then they will be permanently bound and kept in the News office safe, where they can be consulted by any citizen in the presence of a News official. They are not to be placed in the Library because of the possible danger of vandalism or fire to records that are too valuable to take any chances with.

If any citizen of the city has any of the missing copies and cares to contribute them, to a permanent record of the city, they will be placed in the vault with the others until such time as it is deemed the file is sufficiently complete to bind.

If any citizen has any information as to the time any of these papers ceased publication, or any other facts that would assist the News in making the records complete, we would be glad if you would come in and tell us.

This work is being undertaken by the News as a public service and we need everybody's co-operation.

Work on the reservoir is being pushed right ahead. It is to be completed as soon as an energetic contractor and a full force of workmen can do it.

Work was commenced in good earnest on the Episcopal Church last Thursday. It will be pushed to completion, we understand, without further delay, as arrangements have been perfected to that end.

The Trustees of the Public Library having made a tenure of ground for a tennis court, let our young people show that they appreciate the offer by organizing and putting the court in shape.

We are to have a very large crop of fresh fruit this year, and as our Sierra Madre orchards are all planted to the very best varieties, there will be a rich harvest; and as yet we have no cannery to make it self famous and its owner rich by canning this fruit and sending it out to the multitudes of hungry and waiting consumers. Where is the lucky capitalist? Or shall we organ-

How a City Started By a Newspaper

Reported by FRANCES H. HAWKES

If anyone in Sierra Madre questions the importance of a newspaper to the town, let them ask the first settlers.

They will tell you that it was a newspaper that started Sierra Madre. You see it was this way. N. C. Carter, who secured this townsite from Lucky Baldwin, was very anxious to have his children, Florence and Arthur, learn how to write, and, being a very wise man, he knew that the best way to encourage them to write was to put them on a newspaper.

But Sierra Madre had no newspaper. Alas!

But Mr. Carter wasn't a man to be balked by a little thing like that, so he proceeded to buy a printing plant and start a newspaper.

In order to put in a printing plant it was necessary for him to send for Mr. Nelson Hawks, then head of the Pacific Type Foundry on the Coast, and now noted as the man who invented the point system which has revolutionized printing all over the world.

Mr. Hawks came to what is now Sierra Madre. He saw, and was conquered. Aside from selling Mr. Carter a printing plant, he left town the proud possessor of forty acres of Mr. Carter's property.

Later, not being able to live here himself, he deeded twenty acres of this to his sister, Frances H. Hawks, and twenty acres to his brother, Ammi Hawks, whose wife is still living on Grand View Avenue, and whose son is more commonly known around town as Jim, just Jim.

These two may be considered the first two settlers in Sierra Madre, then Carter's ranch, and Miss Frances Hawks, known by her friends as Aunt Fanny, is today the oldest settler.

ize a company, and keep the money ourselves?

The postoffice will be removed tomorrow (Sunday). That day being the beginning of the new quarter, W. B. Crisp will assume charge; so our citizens will from that time call at his office, first door east of the Crisp Block, for their mail.

Our School Trustees have been having some good work done in scraping off and planting trees on the school grounds, and have ordered stone guttering put along the sidewalk both on Baldwin and Central Avenues. They also think of putting a good bell in the belfry. 'Tis well.

Sport and Exercise Combined Riding Lessons Given

Sierra Madre Riding Academy 144 N. Mountain Trail Or phone Red 135

Trade at Home

Get Our Prices If in Need of

Batteries, Bumpers, Oil, Accessories, etc.
First Class Repair Work--All Cars

BRUNSWICK TIRES

Notice Them All Over Town?

Central Garage

Our Motto: "Service and Satisfaction"

Blue 8

JOS. BELOHLAVEK & SON

ROLAND ADAMS FURNITURE

REFRIGERATORS

AT
COST

12 North Baldwin Avenue

Phone Black 8

Pasadena Phone Fair Oaks 606

Sierra Madre Phone Black 3

Bergien, Cabot & Morgan

UNDERTAKERS

Lady Attendant Ambulance Service

122 Garfield Ave. Pasadena, California



Labor Day Monday, Sept. 5

THIS STORE WILL BE CLOSED ALL DAY

Specials for Week of Sept. 6th

SHREDDED WHEAT BISCUIT—

We reduce the price for this one week special, the pkg.....14

WHITE CORN SYRUP—

Weddingbreakfast Brand is an extra high quality of corn syrup and granulated sugar syrup blended. We make a very low cut price for this one week's sale—1½ lb. can.....15

QUAKER PANCAKE FLOUR—

Containing Puffed Wheat Flour, a Quaker quality at a bargain price for one week, pkg.....15

DISH MOPS—

At a bargain price for one week special. Large 10c size07 Small size04

SODA CRACKERS—

Fresh and crisp—either salted or unsalted—at a special reduced price for one week, the lb.....15

VIOLET SHORTENING—

The quality is right, the price is a bargain, for this one week sale, 1 lb. can19

S. R. NORRIS

SIERRA MADRE DEPARTMENT STORE Established 1887

BUY UNITY PRODUCTS—THE QUALITY IS RIGHT, THE PRICE IS RIGHT

Phone Black 12

291 West Central

OUR NEW LOCATION

OPENING SATURDAY, SEPT. 3

Hot Bread Every Day at 3:00 p. m.

If you will come shortly after three o'clock every day you can get any of three kinds of bread hot from the oven. A professional baker from Los Angeles will be at your service, supplying the varieties of rolls, cake, cookies, pie, etc., that you most desire.

Business Lunch 11:30 to 2:30

Realizing the need for a clean, appetizing place in which the business men of the town may get a noon lunch to their liking, we have set apart a section of our new building for a lunch room. Mrs. Sullivan's cooking is well known in Sierra Madre and needs no advertising.

Lunch Room Open from 7 a. m. to 7 p. m.

SIERRA MADRE BAKERY AND LUNCH ROOM

Mr. and Mrs. D. J. Sullivan, Proprietors

30 Windsor Lane [Turn north one door at Sierra Madre Garage]
Sierra Madre, California

(CLOSED SUNDAYS)

Telephone Black 68

Quick Turnover

Makes Possible SMALL PROFITS

OF TWO merchants carrying the same goods, paying the same rent and having the same pay roll, the one who sells out his entire stock twice a year can afford to take half the profit that is required by the man who sells out his stock only once a year. If you want the advantage of low prices in Sierra Madre help them to sell out their stock as often as possible during the year.

Trade at Home!

GEORGE A. OSWALD Real Estate Service

Our Aim Is to Please. Inspect Our Listings of Improved and Unimproved Sierra Madre Property
REAL ESTATE, INSURANCE, LOANS AND RENTALS
6 N. Baldwin Avenue Telephone : Blue 100

WHY NOT PATRONIZE YOUR HOME BARBER

He appreciates your patronage and spends his money at home
FIRST CLASS WORK IN ALL LINES
ALSO TROY LAUNDRY AGENCY
Across from the P. E. Station. Telephone Red 42

SIERRA MADRE ELECTRIC COMPANY G. I. Farman, Proprietor

IF IT IS ELECTRICAL WE HAVE IT
STANDARD GOODS AT STANDARD PRICES
Telephone : Main 120-2

J. F. SADLER & CO.

Dry Goods and Men's Furnishings
BIG SPECIAL SALE—From Aug. 12 to Aug. 20, inclusive,
during Home Campaign. Prices Greatly Reduced.

F. H. HARTMAN & SON PHARMACEUTICAL CHEMISTS

25 North Baldwin
The Highest Quality Merchandise at the Lowest Consistent Price
The Sierra Madre Pharmacy

WOODSON F. JONES

Victrolas - Victor Records
KODAKS AND FINE STATIONERY.
PICTURE DEVELOPING AND PRINTING
31 N. Baldwin Ave. Phone Black 75

SIERRA MADRE FURNITURE CO.

81 W. Central Ave.
F. M. HILDEBRANDT and J. ROWER, Proprietors
Full Line of Household Furnishings, Linoleums, Paints,
Awnings, Porch Curtains and Window Shades

SIERRA MADRE HARDWARE CO.

"Reliability"
31-33-35 W. Central Ave., Phone Main 98
Builders' Hardware, Plumbing and Tinning, Household
Utensils, Paints and Glass, Legitimate Hardware
We Compete with Los Angeles Prices

Sierra Madre Bakery and Lunch Room

D. J. SULLIVAN, Proprietor

Will open on or about September first on Windsor Lane
near Central

CENTRAL MARKET

M. D. Welsher, Proprietor

ALL SEASONABLE VEGETABLES FRESH EVERY
MORNING

Only the Best Meats Money Can Buy in Our Market
Grocery Phone : Main 6 Market Phone : Main 97

FERRIS & COOPER

Real Estate

If you want to buy, sell or rent real estate in Sierra Madre
look us up. We stand ready to serve you promptly
22 N. Baldwin Avenue Telephone : Red 22

C. W. HARRIMAN

Tailoring

Repairing : : Cleaning and Pressing : : Dyeing
10 N. Baldwin Telephone Red 64

A. N. ADAMS

The Real Estate Man

Bargains in Close-in Lots

Phone Black 8 14 N. Baldwin Ave.

L. W. BLINN LUMBER CO.

Get Our Prices When Building

We carry a complete line of Building Materials. Prices now
are lower than before the war.

ROLAND ADAMS

New and Used Furniture

Iceless Coolers : Satisfaction Guaranteed

STORAGE BY THE MONTH

12 N. Baldwin Ave. Telephone Black 8

THE SIERRA MADRE PRESS

Printing is a matter of brains. Our new shop foreman
was for years in charge of one of the largest printing plants
in Los Angeles. We can give you quicker service and better
work than you can get in any of the larger cities.

Next to the Post Office

Telephone Black 42

ANDREWS & HAWKS

Licensed Realty Brokers

Complete Listings and Prompt and Courteous Service at all
times

REAL ESTATE : LOANS : INSURANCE : NOTARY
27 N. Baldwin Avenue Telephone Exchange 2

SIERRA MADRE GARAGE

Ford Agency

MILTON STEINBERGER, Proprietor

For this week only we are making a 20 per cent reduction
on the new O'CEDAR AUTOMOBILE BUSTERS,
Special Price 80 c.

SIBLE'S BAKERY AND LUNCH ROOM

F. D. Sible, Prop.

BAKES NATIONAL BREAD

GRAHAM'S HEALTH BREAD

Two good places to eat—SIBLE'S and at Home
Day and Night Jitney Service. 28 N. Baldwin, Phone Blue 38

THE TRAIL STORE

In Sierra Madre Canyon

OPEN AIR DANCING EVERY SATURDAY NIGHT
GOOD MUSIC

Telephone: Green 20

Sierra Madre, Calif.

SIERRA MADRE FEED AND FUEL CO.

J. W. Krauter, Prop.

QUALITY—SERVICE—FAIR PRICES

We carry a complete stock of Feed and Fuel of
Highest Quality Only

CENTRAL GARAGE

Joe Belohlavek & Son

OLSEN'S SHOE SHOP

Henry Olsen, Proprietor

Men's "Wurk Shu," regular price \$3.50, this week only, \$2.90

SHOE REPAIRING A SPECIALTY

34 N. Baldwin Avenue Telephone : Green 38

S. R. NORRIS

The Sierra Madre Department Store
A Unity Store

Buy Unity products—The quality is right, the price is right
291 West Central Phone Black 12

Quick Turnover

Makes Possible SMALL PROFITS

OF TWO merchants carrying the same goods, paying the same rent and having the same pay roll, the one who sells out his entire stock twice a year can afford to take half the profit that is required by the man who sells out his stock only once a year. If you want the advantage of low prices in Sierra Madre help them to sell out their stock as often as possible during the year.

Trade at Home!

GEORGE

Our Aim Is to Please
and Unimpaired
REAL ESTATE, INSURANCE
6 N. Baldwin Avenue

WHEN
YOUR
He appreciates your
FIRST CLASS
ALSO THE
Across from the P. E.

SIERRA MADRE

G. L.

IF IT IS ELECTRIC
STAND

Te

J. J.
Dry Goods
BIG SPECIAL SALE
during Home

F. H.
PHARMACY

The Highest Quality

The Sierra

WOOD

Victrolas - Victor Records
KODAKS AND FINE STATIONERY.
PICTURE DEVELOPING AND PRINTING
31 N. Baldwin Ave. Phone Black 75

SIERRA MADRE FURNITURE CO.
81 W. Central Ave.
F. M. HILDEBRANDT and J. ROWER, Proprietors
Full Line of Household Furnishings, Linoleums, Paints,
Awnings, Porch Curtains and Window Shades

SIERRA MADRE HARDWARE CO.
"Reliability"
31-33-35 W. Central Ave., Phone Main 98
Builders' Hardware, Plumbing and Tinning, Household
Utensils, Paints and Glass, Legitimate Hardware
We Compete with Los Angeles Prices

Sierra Madre Bakery and Lunch Room

The many Sierra Madre friends of Elizabeth L. Schermerhorn of Arcadia will be happy to learn ~~that~~ of the publication of her first book of poems, "Dark Voice Within", which was released this week for publication by the Ward Ritchie Press.

Mrs. Anita M. Baldwin, Dr. Remsen DuBois Bird, president of Occidental College, and Dr. B.F. Stelter head of the English department of the same institution are all actively interested in Miss Schermerhorn's work.

After graduating from Occidental college this young writer was awarded one of two graduate fellowships in creative writing at Mills College. Here she studied with William Rose Benet. Miss Schermerhorn also won first prize for a sonnet, "Banquet Bread" in the Southern California Festival of Allied Arts in 1937. The prize winning sonnet is included in the present volume.

Miss Schermerhorn will read from her volume at the Sierra Madre Artists' Guild meeting on Friday evening, January 6th at the Old Adobe, and copies of "Dark Voice Within" will be displayed at this time.

Get Our Prices when Building

We carry a complete line of Building Materials. Prices now are lower than before the war.

ROLAND ADAMS

New and Used Furniture

Iceless Coolers : Satisfaction Guaranteed

STORAGE BY THE MONTH

12 N. Baldwin Ave. Telephone Black 8

THE SIERRA MADRE PRESS

Printing is a matter of brains. Our new shop foreman was for years in charge of one of the largest printing plants in Los Angeles. We can give you quicker service and better work than you can get in any of the larger cities.

Next to the Post Office

Telephone Black 42

ANDREWS & HAWKS

Licensed Realty Brokers

Times and Prompt and Courteous Service at all times

INSURANCE : NOTARY
Telephone Exchange 2

MADRE GARAGE

rd Agency

BERNBERGER, Proprietor
are making a 20 per cent reduction
ON AUTOMOBILE BUSTERS,
Special Price 80 c.

RY AND LUNCH ROOM

J. Sible, Prop.
NATIONAL BREAD
M'S HEALTH BREAD
to eat—SIBLE'S and at Home
Service. 28 N. Baldwin, Phone Blue 38

TRAIL STORE

Sierra Madre Canyon

ING EVERY SATURDAY NIGHT
GOOD MUSIC

Sierra Madre, Calif.

RE FEED AND FUEL CO.

W. Krauter, Prop.

SERVICE—FAIR PRICES

Complete stock of Feed and Fuel of
Highest Quality Only

CENTRAL GARAGE

e Belohlavek & Son

OLSEN'S SHOE SHOP

Henry Olsen, Proprietor

Men's "Wurk Shu," regular price \$3.50, this week sale, \$2.90
SHOE REPAIRING A SPECIALTY
34 N. Baldwin Avenue Telephone : Green 38

S. R. NORRIS

The Sierra Madre Department Store
A Unity Store

Buy Unity products—The quality is right, the price is right
291 West Central Phone Black 12

Much Building in Sierra Madre

\$10,000 Structure Going Up Opposite the Sierra Madre Department Store

Building operations are very much alive in Sierra Madre just now. Lou Brooks, manager of the Blinn Lumber Company, says they are swamped with work, the business being phenomenal. They are supplying material for thirty-five different jobs at present.

Among the larger buildings just starting is that being erected by Bergen and Cabot on West Central across from the Sierra Madre Department store. This is to cost in the neighborhood of \$10,000. George Clark of Sierra Madre is the contractor and the Blinn Company are furnishing the materials.

Mr. L. F. Ratliff of Long Beach is building a five room bungalow on the rear of his lot on East Central. He will live in it for a time and then build a large house on the front of the lot.

Mr. J. Scott Brown of Long Beach has just completed a five room house in Sierra Madre Canyon and has started another. He expects to build two more and use them for renting purposes.

H. Reavis, E. D. Smith and L. Layton, all ex-service men, are each building a house on Sturtevant Road in the Canyon.

Andrew Olsen, who has just completed a bungalow on E. Suffolk, has commenced work on a second bungalow. These will be for rent and may relieve the situation for two families at any rate.

Mr. H. E. Long of E. Central, who recently left for a month's business trip, stated that immediately upon his return, he would start the construction of a bungalow court on the hundred foot frontage he recently bought on Central, west of his place. He is planning to build thirteen five room bungalows and hopes to have them ready for renting by the first of December.

RUNS OVER VALUABLE DOG

Sible's Bakery wagon proved to be the car of Juggernaut to a pet dog which lives way up Sierra Madre Canyon. The driver says he sold some bakery wafers to the dog's owner and didn't see the little animal at all, but it evidently lay down between the wheels in the shade of the car, for as he completed the sale, and the lady started back to her house, when he jumped on his machine and started and there was some awful kicking.

He was feeling rather sorry about it because he doesn't like to hurt animals, and also the owner had felt very bad and told him the dog was worth five hundred dollars. To the reporter's exclamation, "Five hundred dollars! What breed did she call it?" he answered, "She didn't call it any breed, she called it 'Babe'."

Trade at Home Drive Booms

Woodson Jones Proposes a Get-Together Meeting With Good Speaker

The Trade at Home Campaign has been extended to cover a month instead of a week as originally planned. Some of the merchants, when asked for their opinion on results, state that they have noticed an increase in trade which they feel is due to the campaign. Others say they cannot tell definitely whether it has had a favorable effect or not.

One of the merchants who is an enthusiastic believer in keeping up the work is Woodson Jones. While talking over the campaign, he advanced the suggestion that an effort be made to get a good, big, rousing meeting, with a tip-top speaker, and try to get over to everybody in Sierra Madre what real cooperation is and what it could do for this town. He says that this city could go ahead four times as fast as it is doing if everybody here would pull for Sierra Madre. That the big things this little town has done in the past in a crisis show what could be accomplished if that same spirit animated the citizens in every day life. The Flower Shows, the Red Cross, War Work, the Liberty Bond drives, the acquisition of the fire apparatus, all proved Sierra Madre is in no way lacking in the right spirit and plenty of it, but between things things seem to sink to a dead level.

Mr. Jones' argument is that everyone living in Sierra Madre should have brought home to him that, as the population of the town is made up of individuals brought into one body, so the success of the town must be made up of individual efforts coordinated and brought into one movement. The trade at home matter is merely one of the many issues which need the backing and support of all of our people.

Mr. Jones says Sierra Madre has such wonderful natural advantages in location, climate and scenery, there is no reason why this city should not have as great a growth and success, proportionately to size, as Los Angeles has. It all depends upon the willingness of the people here to get together and pull for a greater Sierra Madre.

The regular meeting of the Firemen's Club was held in the City Hall Wednesday night and eleven new members were voted in, making a total of one hundred and twenty. A membership committee was appointed consisting of L. C. Brooks chairman, A. E. Pettitt, Tom Henderson, Frank Hildebrandt and Art Udell. Work on the foundation of the club building had to be postponed until after the meeting of the Trustees, last night, as some fine legal technicalities in regard to the lot were necessary. It is expected that work will start tomorrow.

NEWS WANT ADS

WANTED—To rent Underwood typewriter; call Black 49.

FOR SALE—Motorcycle, motor 1916, price \$100, in good running condition; phone Black 29; 190 Merrill Ave.

FOR RENT—Sleeping porches with or without board; good location, pleasant surroundings; 306 W. Highland; phone Black 71.

WANTED—Copy of Sierra Madre News of May 27th, 1921, to complete our files. Sierra Madre Press, Inc.

WANTED—Bargain in four or five-room house; must not be over \$3500. Would like some fruit and shade trees. Address "A," News office.

WANTED—\$800 first mortgage on improved, good value; A. N. Adams, 14 N. Baldwin. Phone Black 8.

FOR SALE—Five room house and bath, two screen bedrooms, lot 66x200, plenty of fruit, good location, price reasonable. Also 4-room house, fruit, flowers and shade trees; call 174 N. Mt. Trail.

WANTED TO RENT—By Sept. 1, unfurnished house with sleeping porch, convenient to school and car, 4 or 5 rooms; Box B, Sierra Madre News.

WANTED—A reliable housekeeper in family of three call in person Saturday or Sunday morning. Brooks, 91 E. Laurel.

STRONG young man must get work immediately odd jobs or permanent; phone Green 68.

WANTED—Boy to help baker. Chance to learn trade. Must be steady. Apply Sible's Bakery.

ORDINANCE NO. 256

AN ORDINANCE OF THE BOARD OF TRUSTEES OF THE CITY OF SIERRA MADRE CREATING THE OFFICE OF CHIEF OF THE FIRE DEPARTMENT OF SAID CITY, AND PRESCRIBING HIS DUTIES, AND PROVIDING FOR THE ORGANIZATION OF A VOLUNTEER FIRE DEPARTMENT IN SAID CITY, AND FOR THE PROTECTION OF FIRE HOSE AND FIRE APPARATUS AND FIXING A PENALTY FOR THE VIOLATION THEREOF.

The Board of Trustees of the City of Sierra Madre do ordain as follows: Section 1. That the office of Chief of the Fire Department shall be, and the same is hereby created.

Section 2. That all appointments to such office shall be made by Resolution of the Board of Trustees of said City, duly passed at a regular meeting thereof, which said Resolution shall also fix the salary or compensation, if any, to be paid to the appointee therein named, and such appointee shall hold office during the pleasure of said Board.

Section 3. It shall be the duty of said Chief of the Fire Department to organize a volunteer Fire Department in the City of Sierra Madre; and such Fire Department may establish and adopt by-laws and regulations for its government not inconsistent with law or the provisions of this Ordinance, subject to the approval of the Board of Trustees of said City.

It shall also be the duty of the Chief of the Fire Department to have charge and supervision of all fire apparatus of said City, and he shall be responsible that the same is always in good condition and ready for use, subject to the control and direction of the Board of Trustees of said City.

And it shall also be the duty of the Chief of the Fire Department to aid in the enforcement of all fire ordinances duly enacted by said City, report violations of ordinances relating to prevention or extinguishment of fires, and when directed by the proper authorities institute prosecutions therefor, and also to report to the Board of Trustees any conditions that may exist in the City of Sierra Madre that may be likely to cause destruction of life or property in said City by fire; and he must also attend all fires in said City with his badge of office conspicuously displayed, must prevent injury to, take charge of and preserve all property rescued from fires, and perform such other duties as the Board of Trustees shall by ordinance or otherwise direct; provided, however, that neither such Chief of the Fire Department nor the Fire Department or the member thereof shall have any power or authority to incur any indebtedness against the City of Sierra Madre unless expressly authorized so to do by the Board of Trustees of said City.

Section 4. It shall be unlawful for any person to drive or cause to be driven or propelled any automobile, wagon or other vehicle, or any animal over or across any fire hose or fire apparatus when in use by the Fire Department of said City, or by any officer thereof, in any public street or alley in said City of Sierra Madre, or interfere in any manner with any member of said Fire Department or officers of said City in the performance of their duties at or about any fire in said City of Sierra Madre.

LOST—Leather cane; finder return to News office.

FOR EXCHANGE—Improved town property, 26 miles Oakland, price \$6,000; 205 San Gabriel Court.

I AM THAT healthy young man you want for that odd or permanent job. Phone Green 68.

FOR SALE—First class tent, double flap roof, screen doors and windows; will accommodate several persons; price \$75. This will bear investigation; 354 Sycamore Place; phone Green 124.

THOSE INTERESTED in advanced thought may purchase "A Dweller on Two Planets" here in Sierra Madre. Martha G. Brown, Blue 47, 187 W. Montecito.

FOR SALE AT A SACRIFICE—Six-room stucco bungalow, built a short time, modern in every respect, south front, with wonderful valley view; convenient garage, flowers and fruit; lot 54x116; price \$4250—a real bargain. A. N. Adams.

HAVE YOU TRIED that pure raw milk from our tested cows (not separated), milk with all the cream in it, and produced under the most sanitary conditions. Call Green 115, or better still, come and visit our dairy, So. Canon Ave., between Central and Live Oak Aves., on the Pegler ranch. Myrdell Dairy, A. U. Woodward.

FARM WANTED—Wanted to hear from owner of a farm or good land for sale reasonable. L. Jones, Box 551, Olney, Ill.

STEADY and sober from choice, not necessity and work because I like it. Am ready for that odd or permanent job; phone Green 68.

Section 5. Any person, firm or corporation who shall violate, neglect or refuse to comply with any of the provisions of this Ordinance shall be deemed guilty of a misdemeanor and upon conviction thereof shall be fined not more than One Hundred (\$100.00) Dollars or punished by imprisonment in the City Jail of the City of Sierra Madre for a period not exceeding thirty (30) days, or be punished by both such fine and imprisonment.

Section 6. This Ordinance is urgently required for the immediate preservation of the public peace, health and safety. The following is a specific statement showing the urgency of this Ordinance: That said City of Sierra Madre has no Ordinance creating the office of Chief of the Fire Department or providing for any volunteer Fire Department in said City, or providing for the care and custody of its fire apparatus, and such an Ordinance is now immediately required.

Section 7. The City Clerk shall certify to the passage of this Ordinance by a vote of four-fifths of all the members of the Board of Trustees of said City of Sierra Madre, and its approval by the President of said Board, and shall cause the same to be published once in the Sierra Madre News, a weekly newspaper of general circulation, published and circulated in the said City of Sierra Madre, and thereupon and thereafter the same shall be in full force and effect. Adopted and approved this 25th day of August, 1921.

ROBERT MITCHELL,
President of the Board of Trustees of the City of Sierra Madre.

Attest: L. DIETZ,
City Clerk of the City of Sierra Madre.

State of California,
City of Sierra Madre—ss.

I, L. Dietz, City Clerk of the City of Sierra Madre, do hereby certify that the whole number of the Board of Trustees of the City of Sierra Madre is five, and the foregoing Ordinance was passed and adopted by a vote of four-fifths of all its members and approved by the President of said Board, at a regular meeting thereof, held on the 25th day of August, 1921 and that the same was passed by the following vote:

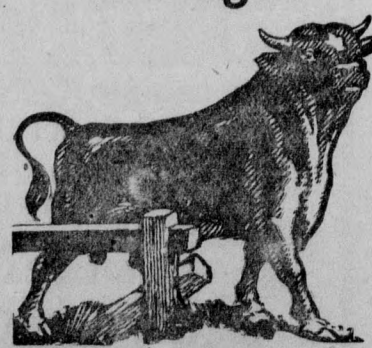
Ayes: Trustees Alley, Camp, Kari-coff, Webster and Mitchell.
Noes: None.
Absent: None.

L. DIETZ,
City Clerk of the City of Sierra Madre.
(Seal)

NEWS WANT ADS—It is costing you good money to have that bungalow vacant. There are an average of fifty changes every month in the population of Sierra Madre. The way to come in on these changes and go out with a profit is to use want ads.

NEWS WANT ADS—A man to work in your citrus grove when irrigating time comes along. He is somewhere in Sierra Madre. A want ad will find him.

Do you know
you can roll
50 good
cigarettes for
10cts from
one bag of



GENUINE
"BULL" DURHAM
TOBACCO

Manufactured by
The American Tobacco Co.

COLONIAL THEATER

314 S. Myrtle Ave. MONROVIA, Calif.

PROGRAM FOR WEEK OF AUGUST 28, 1921
Shows 7:00 and 8:45 P. M. Saturday Matinee 2:30

SUNDAY, AUGUST 28
"THE TEN DOLLAR RAISE"

ALL-STAR CAST

A human interest drama from the pen of Peter B. Kyne and originally published in the Saturday Evening Post.

Also a Good Comedy

MONDAY, AUGUST 29
CONSTANCE TALMADGE in "GOOD REFERENCES"

It's peppery and it's nice—full of real fun. A typical zypical Connie Talmadge picture.

Also "Scrappily Married," Comedy

TUESDAY, AUGUST 30
HOBART BOSWORTH in "THE BRUTE MASTER"

From the Story by MRS. JACK LONDON

On the high seas and beneath the palms of an island in the tropics there is enacted a colorful love-drama in which the chief players are a delicate, gently-bred, gloriously beautiful girl and an iron-willed, steel-sinewed, half-tamed savage of a man—a man who has ruled by fear and strength always.

Also "Circus Heroes"

WEDNESDAY AND THURSDAY, AUGUST 30-SEPT 1.
ROSCOE (Fatty) ARBUCKLE in "CRAZY TO MARRY"
You're invited. It's Fatty's wedding day, and you'd better come. For the things that happen before the knot is tied—well, there are five giddy reels of it, and you'll wish there were ten. If you think getting married is no laughing matter, come on and you'll change your mind!

Also Hoot Gibson in a Western Drama
"THE CACTUS KID."

FRIDAY, SEPTEMBER 2

Is the Pied Piper still on the job? The answer is to be found in the Cinema Cocktail of Bohemian Life.
ANITA STEWART in "HARRIET AND THE PIPER"
It's a true reflection in the whirlpool of life. Don't miss it!

Also "Nearly Married" Comedy

SATURDAY, SEPTEMBER 3

"THE SKY PILOT" From the Novel by Ralph Connor
See the most thrilling cattle stampede ever filmed. Vivid pictures of life in the Canadian Rockies, and the love story of a mountain girl, a sky-pilot and a hard fighting cowboy. A Catherine Curtis Production.

Also a Good Comedy

Launderers
and
Dry Cleaners

Monrovia
Laundry Co

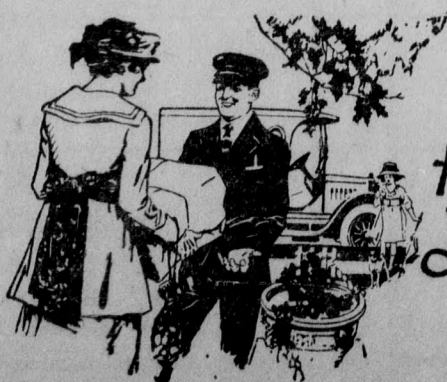
Sierra Madre Office

Pettitt's News Stand

D.G. Stephen, Collector

Phone Green 85

Send it



to the
Laundry

©THE A.L.M.CO.

Efficient Operation

The Standard Set by
Southern California
Edison Company

Your Own Home Edison Company is considered one of the most efficiently operated and soundly financed public service companies in the country.

Under a definite construction program Edison Company is developing an adequate supply of power to meet California's demands and growth, and invites you to become a partner in this work.

This is in Fact
The People's Project

and we are offering our Capital Stock to this end on particularly attractive terms.

To Yield 8½% on
Your Money

Price \$94.00 cash, per share, or \$95.00 on our savings plan of \$5.00 down and \$5.00 per share per month thereafter.

Southern California
Edison Company

44 N. Raymond Ave. Colorado 8005

Monrovia Office

415 S. Myrtle Ave.

Phone Main 6

Sierra Madre Office

Kersting Block

Phone Blue 42

Glendora Office

104 N. Michigan Ave.

Phone 202

Covina Office

107 N. Citrus Ave.

Phone 247